

The NATIONAL UNDERWRITER

Life Insurance Edition

ĒG-ZĒK'Ū-TIV

Means *active or skillful in execution*. So, converted to Planned Salesmanship, an Aetna Life Salesman is a sales executive. Active in prospecting, in interviewing, in clientele-building. Skillful in discovering a prospect's hopes, in fortifying weak spots, in transforming an assortment into an integrated estate.

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Hartford, Connecticut

FRIDAY, NOVEMBER 10, 1944



The Pan-American Life Offers:

- *A complete line of Policies on Participating and Non-Participating Plans.
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- *A Recruiting Plan and Special Training for New Fieldmen.
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**What can
Life Insurance
Do for Me?**

If you decide to set aside a few dollars each month to purchase life insurance, here are some of the things a Great-West Life policy can do for you:

To the question "What Can Life Insurance do for me?" a specific answer is given in the advertisement at the right, the lead paragraph of which is quoted above. It gives concrete examples of the benefits of insurance to policyholders at various stages of life. It is one of a strong series currently running in newspapers to back up the efforts of Great-West Life representatives.



The GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE — WINNIPEG, CANADA

Business In Force — Over \$820,000,000

LIFE INSURANCE • ACCIDENT & HEALTH • GROUP INSURANCE

Right of New York to Bar Unlicensed Agent Challenged

**"Membership Counsellor"
of Non-Admitted Insurer
Sues Superintendent**

NEW YORK—New York state's right to prohibit an unlicensed representative of an unlicensed insurer from writing business has been challenged as an unconstitutional burden on interstate commerce in an action brought against Superintendent Dineen in the state's supreme court.

The suit, brought by Charles Mendola, a "membership counsellor" of American Farmers Insurance Company of Phoenix, Ariz., asks the court to declare invalid sections 40, 42, and 130 of the New York insurance law on the ground that they are "unconstitutional in that they regulate the activities of organizations and their agents all of whom are engaged in interstate commerce, in direct contravention of the commerce clause of the constitution of the United States, which vests the jurisdiction of regulating all persons, organizations and their agents engaged in interstate commerce solely in the Congress of the United States." The plaintiff also asks the court to restrain the superintendent from enforcing these provisions of the law. State Attorney-General Goldstein is defending the superintendent.

Not for Declaratory Judgment

According to Mr. Mendola's attorney, A. W. Arnold of New York City, the action is not technically one for declaratory judgment, since it is not a matter of determining the plaintiff's rights under the law but of the validity or invalidity of the applicable sections of the law. Mr. Arnold also supplied answer to the obvious question as to why the suit was brought in state court rather than in the federal court, since it involves a federal question.

In spite of the possible advantage in going to the federal court, which might be presumed to follow the U. S. Supreme Court Southeastern Underwriters Association decision, rather than the state court, which might look for reasons for upholding the state law, the suit was brought in the state court because of the heavy expense that would almost certainly be entailed in taking the case through the federal court. In a case of this character the district judge would probably ask that the case be heard by a special three-judge court. This would mean the printing of briefs. On the other hand, if the plaintiff should win in the state court the expense of appealing would be on the New York department.

Believed Backed by Company

Unlike the suit brought against Commissioner Garrison of California by the First National Benefit Society of Phoenix, Ariz., the insurer is taking no part in the action, officially at least. However, it appears obvious that American Farmers is meeting the expenses of the case, as the plaintiff is not in a position to undertake the heavy outlay that will be required to carry the case to the U. S. Supreme Court.

Since there is no disagreement as to the facts, it is quite possible that the

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Medical Research to Be Discussed

**Joint Committee of the
Two Company Bodies
to Meet Friday**

The joint committee of the Life Insurance Association of America and the American Life Convention appointed to explore the subject of medical research along different lines will hold a meeting at the Waldorf-Astoria in New York City, Friday, to which have been invited men from different sections eminent in medicine, surgery, disease prevention and various phases of medical activity. The object will be to see if there is a place in the sun for a new enterprise to be sponsored by the two organizations, the expense to be paid by the life companies.

Effect of Taxes on Research

It is found in some cases that research work has been handicapped because a number of wealthy men who have been benefactors and given freely of their money now find themselves cramped because of the income tax law and they have not the funds to distribute that they did before. There have been some avenues that have not been explored that could well be studied. It is thought that the life companies can get behind a work of this character that will develop into a movement of high enterprise.

For instance, many research men believe that a study of cancer should be undertaken more vigorously. Then different phases of heart disease should be more fully understood. For instance, attention has recently been called to what is known to very young people as "growing pains." This is now regarded as rheumatic fever. It is stated that this was primarily the cause of the death of Wendell Willkie. In other words, this early malady finally resulted in a heart attack. The meeting will discuss most effective research plans that might be followed.

Report Industry Differences of Life, Fire Settled

WASHINGTON—The reported difference between life insurance interests and fire and casualty interests over a national insurance legislative program are said by industry representatives here to have been settled.

Life people are reported to have indicated they do not wish to hamstring fire and casualty and will not oppose complete anti-trust law exemption, as far as rate making is concerned, under constitutional amendment if necessary. Heretofore, it is said, the life people have not been convinced of the necessity of such complete exemption.

The life people are said to have indicated the minimum legislative requirements to enable it to live, but fire and casualty interests say they cannot live under that minimum. The life business does not require complete anti-trust exemption, it is pointed out, because its rates are based on the mortality table and are not subject to federal or state supervision.

The report is that the argument over whether a single legislative measure can be devised to meet the needs of all insurance interests has been resolved in favor of two measures, one containing provisions to which life, fire and casualty subscribe, and the other providing for complete anti-trust exemption,

Conn. General Liberalizes Cover

**Makes Several Changes
in Underwriting of
Aviation Risks**

Connecticut General Life now is offering full life insurance coverage without extra premium on passengers on U. S. air transport lines anywhere in the world, has liberalized world wide coverage of pilots and crew members, and has made available insurance on commercial pilots, private pilots and their passengers on other than scheduled airlines. The announcement was made simultaneously by President Fragar B. Wilde at Hartford and by Richard T. Sexton, senior underwriter, at the meeting of the Institute of Home Office Underwriters in Chicago.

Disability and Double Indemnity

Passengers on aircraft operated on regular schedule by an incorporated passenger carrier over its established air route may now purchase life insurance without extra premiums or limiting riders, and this includes members of the aviation industry who travel as passengers on passes. Such passengers may purchase disability waiver and double indemnity on a standard basis.

Those engaging in non-scheduled passenger flying may purchase a reasonable amount of insurance at standard rates. For a business trip in a company owned plane, where the passenger flies annually 50 hours or less, he may purchase \$50,000 of insurance at the standard rate, or if he flies 51 to 100 hours a year, he may purchase \$25,000 at the standard rate. For those with more than 100 hours of flying time per year there is a 2 cent per hour rating for insurance up to a limit of \$25,000.

On chartered flying, the passenger with 50 hours or less may purchase \$25,000 coverage standard, and with more than 50 hours per year of flying time he may purchase up to \$25,000 at a rating of 4 cents per hour. For private business or pleasure, if the pilot holds an air line and commercial certificate, the passenger flying 25 hours or less per year can buy up to \$10,000 standard, or if he flies more than 25 hours a year, up to \$10,000 at a 4 cent per hour rating.

Commercial Airline Pilots

On commercial airline pilots, co-pilots and crew members flying domestic air routes or routes where one terminal is in the United States or Canada and the other is in Mexico, Central America, South America, West Indies or Bermuda, coverage is available up to \$25,000 at an annual extra premium of \$7.50 per \$1,000 for full occupational coverage or a limit of \$50,000 with partial aviation exclusion rider. Commercial airline pilots, co-pilots and crew members on domestic air lines flying trans-oceanic routes to and from the U. S. or Canada can buy up to \$15,000 at an annual extra of \$15 per \$1,000 for full occupational coverage or up to \$50,000 with partial aviation exclusion rider. The non-scheduled commercial pilot of company owned plane for business flying only where the pilot's qualifications, plane, annual flying time and terrain are comparable with domestic airline

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which will have fire and casualty support. To this latter, life will not object, according to report.

Industry representatives say some such program will be approved at the Chicago meeting of insurance commissioners late this week.

Sexton Heads Institute of Home Office Underwriters

**C. M. Young Named
Executive Vice-president
at Successful Meeting**

NEW OFFICERS ELECTED

President—Richard T. Sexton, Connecticut General Life.
Executive Vice-President—Carl Young, Farmers & Bankers Life.
Vice-President and Editor—R. B. Caplinger, Reserve Loan Life.
Secretary-treasurer—Charles Smith, Pan-American Life.
Executive Committee — Walter Lehmkuhl, Guarantee Mutual Life; M. M. Longworth, United Benefit Life; Carl Huber, Bankers National Life; John T. Acree, Jr., Lincoln-Income Life; Robert Campbell, Continental Assurance; Floyd Short, Franklin Life.

More than 150 registered for the convention of the Institute of Home Office Underwriters in Chicago last week, which made it the largest meeting in the history of the organization. The institute has always been a hard working group, alert to its responsibilities and serious at its conventions. Its program this year was exceptionally outstanding and the Edgewater Beach Hotel had arranged long desk tables so that mem-



C. M. Young



R. T. Sexton

bers could spread their portfolios and take notes during the talks and discussions. Membership has been growing steadily in numbers, in geographical representation, and in variation as to size of insurers.

Richard T. Sexton, the new president, has served the institute in various capacities for several years. He has spent his entire career, 22 years, with Connecticut General Life in various departments, and has been senior underwriter for eight years, a post which places him in charge of underwriting. He created quite a sensation at the closing session when he announced his company's new underwriting policies with respect to aviation risks.

The new executive vice-president, Carl M. Young, is statistician of Farmers & Bankers Life at Wichita. He served as secretary-treasurer last year and has long been active in the institute's affairs. He has been with his company 25 years and statistician for 12 years. In the past three years he has been doing some agency work in addition to his selection activities. He is a graduate of the Sales Research Bureau's management school.

Case clinics which the institute conducts each year at the convention have

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Selection Problems Reflect Major Trends in Business

The papers presented at the annual meeting of the Institute of Home Office Underwriters at the Edgewater Beach hotel at Chicago last week were extremely expert and contained a number of suggestions of value in the selection of risks.

Ross E. Moyer, underwriting vice-president of Northwestern National Life, discussed "Speculative Risks"; Robert Jemison, III, manager of the ordinary department of Southern Life & Health, "Current Underwriting of Applicants Classified 4-F"; Dr. Albert S. Irving, medical director of Commonwealth Life, "Diseases Arising from Military Service in Foreign Lands"; W. E. Price, chief underwriter Bankers Life of Nebraska, "Removing or Reducing Extra Premiums on Policies of Men Going into or Now in Service," and R. J. Campbell, chief underwriter of Continental Assurance, "Underwriting Health and Accident Insurance as It Relates to Life Underwriting."

Speculation in Small Amounts

While speculation is generally thought of in connection with applications for large amounts of insurance, it may exist as frequently in smaller applications, Mr. Moyer said. For example, a son or daughter may insure a dependent parent in an amount sufficient to take care of the final illness and burial expense, but certainly no more than that is justified.

It is necessary for the underwriter to keep the total insurance within the limits of some ratio of the individual's income, Mr. Moyer said, and this is true of keyman insurance, business coverage, and insurance for inheritance tax purposes.

He said mortality on children insurance has been very satisfactory. Ordinarily the amounts issued have been small and little speculation has arisen.

Insurance as Debt Collateral

Another type of case, he said, is that in which insurance is desired to furnish additional collateral for debt. If by living it appears that insured will be able to pay the debt within a satisfactory time, the insurance seems reasonable, otherwise such a risk is almost certain to be speculative. Occasionally an application is submitted to provide for settling an estate where a will has provided for certain heirs if they are living at a certain time in the future, or where life estates are involved. These cases present a variety of problems and must be thoroughly analyzed to determine that the insurance will serve a useful and legitimate purpose, he said.

In any of these cases, large or small, where the amount applied for seems unreasonable or the purpose of the insurance does not seem clear, the underwriter must be on his guard for speculation, Mr. Moyer stated. He should be particularly careful that the medical examination has been complete, information from attending physician obtained, and see that no health history has been concealed. Much has been done in controlling mortality on large risks by thorough examination and laboratory tests.

Chief Purpose of Insurance

The underwriter should keep in mind that rates and mortality tables in life insurance are made upon that large group of risks using insurance in moderate amounts to protect families against the premature death of their means of support, he said. Insurance can serve many other useful purposes, but they will be safely served only when risks are selected so as to give a mortality reasonably similar to the bulk of the business.

He suggested that where speculation seems to be present, the underwriter apply the indemnity principle used in

fire insurance, burglary coverage, and the like, where an individual is indemnified for the loss suffered if some event occurs. Here it would be impossible to continue in business if the insurance is in excess of actual loss. While legally it is impossible to apply the indemnity principle to life insurance because of the difficulty of placing a definite money value on a human life, he said, yet the underwriter can place a reasonable value on a loss arising at insured's death and keep the total amount of insurance within this value.

There is always a danger, he said, that a risk not speculative today may become so next year through loss of earning power or deterioration of a business. If the full insurable interest is not covered, some margin is left for future contingencies.

4-F APPLICANTS

Every application on males 18 through 41 years of age must be considered suspect if a company's non-medical limit extends to and includes age 40, Mr. Jemison said. None is clean or clear until the underwriter has ascertained whether the applicant has been ex-

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Move Is on Foot to Recommend Industrial Seminar

President L. F. Lee of the American Life Convention has assigned to President Boyd of Commonwealth Life the duty of calling members of the American Life Convention companies writing industrial insurance to a meeting in New York City, Nov. 30. Mr. Lee is also president of Occidental Life of Raleigh, N. C., and Peninsular Life of Jacksonville. The latter company writes both ordinary and industrial.

Should Be Information Source

Mr. Lee believes there should be some source to which inquirers could go to get information of a general nature regarding industrial insurance. He favors the establishment under the auspices of the Industrial Section of the American Life Convention of an annual industrial seminar similar to that operating in connection with the Financial Section. That offers an opportunity for company men to have a week or 10 days intensive study of financial subjects in their relation to life insurance. He, therefore, is confident that an industrial seminar could offer similar opportunities with regard to its special activities and build up a body of industrial insurance literature that would be well worth while.

C. of C. Recommends SS Rate Freeze

Committee Schedules Mid-January Conference on Health Cover

WASHINGTON—Freezing of social security taxes for 1945 at the present rate of 1% and the appointment of a special committee by responsible congressional bodies "to study the problem of financing old age and survivors' insurance," was recommended by the U. S. Chamber of Commerce social security committee at a meeting here.

The committee also decided to hold a second invitational, study conference at chamber headquarters here, probably in mid-January, to deal with health insurance and other social security problems. No date has been fixed.

The chamber committee recommends that the Senate finance and House ways and means committees name the proposed committee to study financing of social security, and that it should include representatives of labor and other organizations interested, and not be limited to "experts." Such committee "would go into all phases of old age and survivors' insurance which would affect any part of the overall financing of the program," the chamber stated.

Basis Is Considered

"Whether the basic financial plan should be a reserve basis or a pay-as-you-go basis" was considered by the chamber's committee.

The recent chamber social security referendum covered the matter of appointment of the proposed joint congressional committee "to study actuarial phases of social security," the chamber said, "but did not go to the question of rate-freezing."

The chamber social security committee "discussed at length the health insurance question," it is stated, "giving strong endorsement to voluntary health programs by business and industry." It gave instructions for survey and study of various cash, medical care and group surgical plans which business firms might adopt.

The chamber referendum urged that employers provide for employees "some protection against industrial or non-occupational disabilities and sickness."

The January chamber-sponsored social security conference will follow a similar meeting early this year at which representatives of insurance and various other groups discussed social security problems for two days and reached a general understanding on many.

More recently, the chamber referendum approved a score of basic declarations on social security, rejecting only a proposal that domestic servants be covered in.

The recent social security committee meeting is stated to have "moved forward rapidly to implement" the policies adopted in the referendum.

Congress Favorable

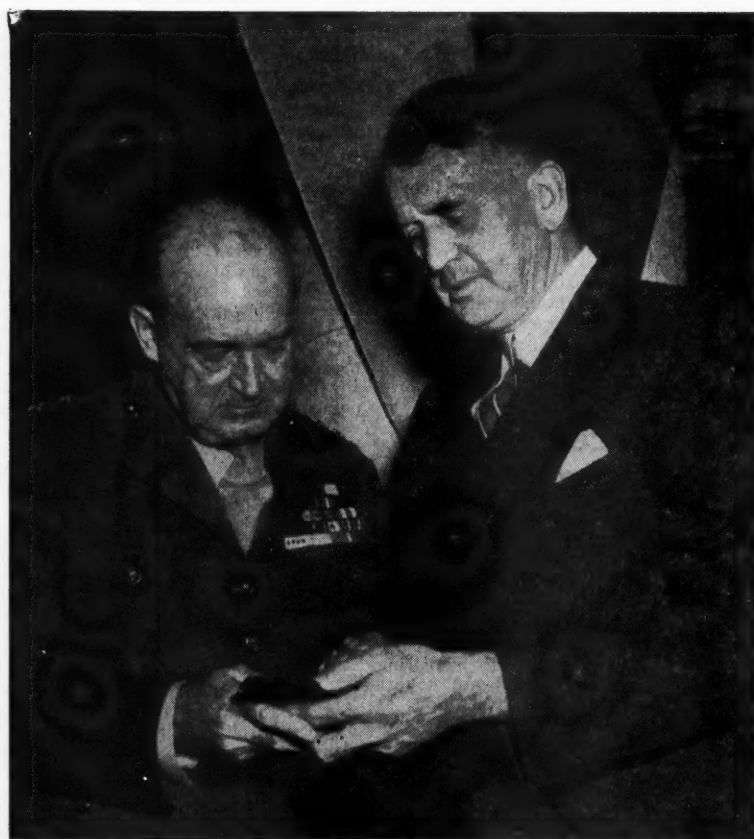
Chamber officials say that the reaction in congressional circles is favorable to the ideas of freezing the social security tax and setting up a special congressionally-appointed committee to study the financing of old age and survivors' insurance.

It was said that Senator Vandenberg, Michigan, who has led the fight to retain the tax at 1% for the past two or three years, is still favorable, and that no opposition to the proposal is known of. Under the constitution, revenue legislation must originate in the House.

It is understood the chamber committee's recommendation for a special committee has been brought to attention of Rep. Doughton and Senator George, chairmen, respectively, of the ways and means and finance committees.

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Stevenson Receives Unusual Award



The medal for merit and citation, Philadelphia's highest civic award, was presented to John A. Stevenson, president of Penn Mutual and national vice-president of the Navy League, by Mayor Samuel J. Quigley at a special ceremony at the annual Navy Day dinner there. Above are shown Mr. Stevenson and General A. A. Vandegrift, who was also presented the award.

The gold medal was the first in the history of the city to be presented to a civilian. It was given to Mr. Stevenson in recognition of his being the only Philadelphian to receive the distinguished civilian service award, the high-

est honor conferred on civilians by the navy.

The navy award was the first given in the present war to a Philadelphian and one of the few conferred in the nation. It was given to Mr. Stevenson for his contribution as a member of the six-man navy manpower survey board.

The board has studied 6,000 naval shore establishments and the duties of more than 1½ million. As a result of the 8-month survey, more than 100,000 officers, enlisted men and civilians were made available for transfer to new duties.

Roosevelt Poo-Poos "Propaganda" in Insurance Talk

President Dodges State vs. Federal Regulation Issue in Hartford Appearance

HARTFORD—President Roosevelt, in his pre-election campaign tour of New England, made a train stop here and in a car-end address spoke in sweeping strokes about the insurance issue. He reduced the issue to an assertion that four years ago it was charged that if he were reelected insurance companies would be thrown out of business and that it is now claimed that the government is engaged in a plot to take over the insurance business. To the former supposed prediction he answered that the insurance companies are better off today than they ever were, and to the latter charge which he declared is being made he said: "I know that the workers and managers of that business can't be easily fooled by that type of propaganda."

Mr. Roosevelt refrained from referring to the state and federal regulation issue and from his address one not conversant with the insurance situation could conclude only that the insurance tycoons are charging that there is a plot for the federal government to take over the insurance business and that four years ago they were predicting that a New Deal victory would spell the end of the insurance business.

Comments on Insurance Given

The insurance part of the address is given herewith:

"Four years ago I was told terrible things were being circulated all over the country. People all over the United States were being told that my reelection would throw insurance companies out of business . . . that all the Hartford insurance companies would go broke."

"And so in coming here now I had expected to see vast empty buildings not being used, employing no people. Hartford is not a city of empty homes. The insurance business of Hartford was going to go flat—and of course the joke is that the insurance companies not only of Hartford but of all other places are better off than they ever have been before."

"They're pretty good companies, you know. They have subscribed to the war loans. They have been patriotic and have just one unfortunate habit which they have acquired every four years, in fact the last few months of every four years they say if this man Roosevelt gets elected President, we will have to go out of business. But you know that was like a lot of other campaigns. Back in 1932 they said that grass was going to grow in the streets."

Goes Back to Days of Hoover

"It did not, and Mr. Hoover wasn't reelected President, and then in 1936 some of the people all over the country—you know the kind I mean—tried to instill fear in the minds of the American people by saying that the social security funds of the United States were no good—were not safe."

"They even went to the extent of having some of their large financial backers put this type of scare material in the pay envelopes—and the interesting thing was that the employees did not fall for it. They thought they knew better than the president of the company and they took another chance with

(CONTINUED ON PAGE 10)

Status of State Premium Tax Viewed by Expert

NEW YORK—Strong reasons for believing that the Supreme Court would uphold a congressional declaration continuing the states' power to regulate and tax interstate insurance transactions and would not hold such a declaration to be an unconstitutional delegation of the commerce power are given in the published views of Prof. Noel T. Dowling of Columbia University law school, noted constitutional law authority, who has been retained by the Life Insurance Association of America and the American Life Convention as consultant on problems growing out of the Southeastern Underwriters Association decision. Professor Dowling, who has made something of a specialty of interstate commerce and state power, published his findings in the November, 1940, issue of the "Virginia Law Review."

The most compelling reason to be inferred from Professor Dowling's research is that the Supreme Court, by a process of trial and error over the last 100 years in dealing with state laws alleged to affect interstate commerce, has come to the position of endeavoring to interpret the will of Congress, expressed or assumed, rather than deciding whether the commerce clause of the constitution, of its own force, bars this or that state activity as interfering with interstate commerce.

Distinction Is Important

This attitude of the court that the commerce clause means what Congress wants it to mean as respects state laws affecting interstate commerce is of vital importance to the insurance business in obtaining relief from the problems raised by the S.E.U.A. decision. If the courts were not inclined to let the will of Congress govern, the only way of

preserving state regulation and taxation of insurance might be through a constitutional amendment. Thus, though the Supreme Court in the absence of a declaration upholding state regulatory and taxing powers might assume a congressional negative against such activities, an unequivocal declaration by Congress would insure or at least greatly increase the probability of the Supreme Court's upholding state regulation and taxation.

"The fact that the court's arrival at this position (that the expressed or assumed will of Congress should prevail) culminated a long consideration accentuates the burden upon those who would depart from it," Professor Dowling states in his article. "Not that the past stays the hand of the present, but that the cumulative judgment of the court is entitled to great respect and that particularly in the field of constitutional law much may be said for the continuity and stability of a doctrine until its error or undesirability is plainly shown."

Regarding the specific matter of state taxation of interstate transactions, Professor Dowling makes some interesting observations. He says that it may be safely observed that a majority of the court at present approach the problem of state taxation that impinges upon commerce with the belief that they must make a practical adjustment between the interests of state and nation. The admonition of the late Justice Holmes that the court "look for a practical rather than a logical or philosophical distinction" between good and bad state exactions has received increasing favor.

Professor Dowling cites the opinion of Chief Justice Stone in *Graves v. New* (CONTINUED ON PAGE 10)

Election Results Will Bring Doubt to Insurance Men

Effects Are Likely to Have a Dampening Influence on States Rights

The results of the election will be studied carefully by the insurance leaders who are attempting to work out a line of procedure which all can follow. The executive committee of the National Association of Insurance Commissioners will meet in the Edgewater Beach Hotel, Chicago, starting Friday and the meeting in Philadelphia next Monday and Tuesday will attempt to bring together various bodies of producers and company executives with the thought that all hands should march ahead together.

Sentiment may be crystalized by the fear of what may follow the election. It may be the force that will create unity.

Result of Dewey's Defeat

The immediate effect of the election will be to give a doubtful tinge to various programs that have been suggested. If Dewey had been elected it was generally agreed that the pathway would have been much easier and the bills in Congress would have received more favorable attention.

It was expected that Governor Dewey having come out very definitely in favor of states rights for insurance would have exerted a powerful influence on the public at large if elected. Inasmuch as the New Deal leaders seem to be very decided in extending the concentration of power at Washington and also due to the fact that the Democratic platform contained nothing regarding the insurance situation, the feeling prevails that the administration will be encouraged to continue its leaning toward some form of federal regulation or control. At least the cause of states rights has been dislocated by the election. Just how far the Bailey-Walter bill now can go is a matter of concern.

One feature that is most certain to receive the favorable eye of the administration is the extension of the social security act far beyond what conservative thinkers recommend. Somewhat encouraged by the very comprehensive plan in England the new deal advocates were hoping to have the present act in this country considerably enlarged. It is generally conceded that Superintendent Dineen of New York will now be outspoken in pronouncing his views and the same might be said of Commissioner Harrington of Massachusetts. If, as it seems at this writing, the Democrats will have a larger majority in both the Senate and House, the insurance cause is likely to suffer.

ELECTION RETURNS

Thomas D'Alesandro, Democrat, representative in Congress from Baltimore, was the first candidate for a house seat whose election was reported. He is a member of the D'Alesandro-McCullough agency.

UNUSUAL MASS. LINEUP

BOSTON—The Democratic landslide in Massachusetts presents an interesting situation for Commissioner Harrington. Nominally a Democrat, he was first appointed commissioner by a Dem-

THE NATIONAL WAR FUND

If William Penn were alive today, he would be a strong supporter of the National War Fund. The great champion of peace spent a lifetime proving by his actions that peace is not something to talk about but to do something about, and that peace is individual as well as international.

During this time when we cannot have international peace, we can try to bring a measure of peace to the individual. And the way to do that is by good neighborhood, so that the generosity of every local community may go out to the ends of the earth.

On six continents and in 91 countries and geographic areas, the American National War Fund is at work, wherever there is a need that can be reached and relieved stretching forth a helping hand.

American War Prisoners Aid—the U S O—the United Seamen's Service—China Relief—Denmark Relief—Relief for Czechoslovakia—Norway Relief—Belgian War Relief—British War Relief—Friends of Luxembourg—Philippine War Relief—Greek Relief—Relief for Italy—Lithuanian Relief—Polish Relief—Yugoslav Relief—U. S. Committee for the Care of European Children.

1644-1944 WILLIAM PENN TERCENTENARY

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

ocratic governor six years ago. Three years ago, and again last year, Harrington was reappointed by Republican governors, on these occasions largely because of the influence of Lieutenant Governor Horace Cahill, a Republican but a life long close personal friend of Harrington. Tuesday, Cahill, running as the Republican candidate for governor, was defeated. Since Harrington's term has two years to run there seems no reason to suppose he will not serve out his term, notwithstanding the strange lineup.

SULLIVAN RUNNING AHEAD

SEATTLE, WASH.—Incomplete but cross section of state's precincts shows William A. Sullivan, Democrat, running far ahead of Col. George B. Lamping, Republican, for insurance commissioner. Initiatives 157 and 158, the little Townsend plan, appeared to be defeated by overwhelming margin.

McKITTRICK LOSING IN MO.

ST. LOUIS—Missouri election returns when practically complete showed Phil M. Donnelly, Democrat, elected governor by 25,000, which means Edward L. Scheuffer, insurance superintendent, Republican, chairman of the executive committee of the National Association of Insurance Commissioners,

will be replaced when his term expires next June. Governor Forrest C. Donnell, Republican, is leading Attorney General Roy McKittrick for U. S. senator by about 5,000 votes. Walter C. Ploeser, Republican, head of the Ploeser, Watts & Co., agency at St. Louis was reelected to Congress. Missouri's 75,000 soldiers votes may change some of these results.

\$60 AT 60 DEFEATED

LOS ANGELES—Proposition number 11 on ballot, popularly known as "\$60 at 60," has been defeated by a substantial margin.

LARGE MAJORITY FOR HOBBS

WICHITA, KAN.—Commissioner Hobbs was reelected by large majority over Democrat L. C. Webb of Salina. Republican Allen B. Burch, Wichita attorney and counsel for numerous companies, won a place on state supreme court over George S. Allen, Topeka democrat.

Honor Appleby's 30th Anniversary

Ohio National field men have just completed their campaign honoring President T. W. Appleby in October, his 30th anniversary month. New business written last month totaled \$4 million.

Paid business for the month exceeds October, 1943, by \$500,000.

Keeping in step with the times, the company's underwriters took "V-Month" as their theme, and went all-out to make President Appleby's thirtieth anniversary a victorious one.

Johnson Honor Guest at Luncheon in Indianapolis

Commissioner Johnson of Minnesota, president of the National Association of Insurance Commissioners, was the guest of honor at an informal luncheon arranged by Wendell P. Coler, actuary of American United Life, in Indianapolis.

Other guests included Commissioner Viehmann of Indiana; John Cramer, Indiana deputy commissioner; Fred Alexander, president Lafayette Life, and these presidents of Indianapolis companies: James M. Drake, Empire Life & Accident; E. Kirk McKinney, Jefferson National; Harry V. Wade, Standard Life; R. E. Sweeney, State Life; Edward B. Raub, Indianapolis Life; Hassil Schenck, Hoosier Farm Bureau Life; George A. Bangs, American United Life; Verne Ray, Hoosier Casualty. Also present were H. H. Erdmann, Emmco; Dr. R. W. Valentine, economist of Halsey, Stuart & Co.; W. Randolph Cosby, Union Trust Company of Indianapolis; Herbert M. Woollen, chairman of American United Life's executive committee, and C. F. Barney, manager of underwriting for that company.

Commissioner Johnson spoke briefly on the work of the commissioners in meeting problems arising from the Supreme Court decision declaring insurance to be interstate commerce. He indicated that considerable progress has already been made in devising a program, and spoke of the meeting to be held in Chicago Nov. 10.

Change in Home Office Pension Trust Units

One or two of the life companies recently have disbanded their home office pension trust departments. They came to the conclusion that it was a mistake to pay full commission to the producer and at the same time to conduct a home office operation comparable to that of the group department whereunder the home office would do all or most of the technical work involved. These companies have shifted complete responsibility to the manager to handle the cases and submit them in finished style to the home office. They have informed the field that they don't care to receive submissions of an incomplete nature. These companies are not pursuing a more restrictive underwriting policy than in the past but they are doing away with facilities that encourage field men merely to dig up a lead and then deposit the problem on the home office doorstep.

Andrews Life Association of America Speaker

William H. Andrews, Jr., president National Association of Life Underwriters, will speak at a luncheon to be held Dec. 1 by the Life Insurance Association in the Waldorf-Astoria, New York. This will be the only public affair in connection with the association's annual meeting. The luncheon will be open to insurance friends of the association.

Mrs. Marie Daller of Glens Falls, N. Y., who became a John Hancock district agent last spring, with no previous experience in life insurance, became a member of the Century Club by paying for \$102,316 of combined ordinary in her first 21 weeks. Mrs. Daller is a widow and has had personal experience of the value and need for life insurance protection. Life insurance made it possible, after her husband died in 1937, to give a college education to each of her three daughters.

Hint Probe of Insurers' Moves in Campaign

Washington dispatches state that the Senate campaign expenditures committee is planning to conduct major investigations of charges that insurance companies had engaged in political activities. Robert T. Murphy, committee counsel, was quoted as stating that Senator Green of Rhode Island, chairman of the committee, had received numerous complaints that insurers in New York, Philadelphia and Seattle had been actively engaging in the campaign.

Insurance people are curious as to the basis for these reports. The reference to Seattle is probably based upon the letter to stockholders of General of Seattle, the fire insurance company, that was sent out by President H. K. Dent in behalf of the Republican cause. Mr. Dent has stated that he personally paid the cost of this circularization. The Senate committee conceivably might contend that it was improper to use the stockholder list for that purpose. It is not apparent what incidents caused mention of New York and Philadelphia.



I AM JUST BACK FROM KANSAS CITY WHERE I HAD THE PLEASURE OF ADDRESSING A GROUP OF TEACHERS ON THE SUBJECT OF LIFE INSURANCE.

SOME WEEKS AGO, I THINK I MENTIONED THE KANSAS CITY PROGRAM. To me it has great significance. Last year, Association officers visited Dr. Hunt, Sup't. of Schools, and secured his complete approval of the introduction of life insurance into the 7th and 8th grades and into the four Social Science Classes offered in the high school.

I HOPE YOUR ASSOCIATION WILL SERIOUSLY CONSIDER THE PLAN. Please write either to GEORGE MALTBY, president at 200 Brotherhood Bldg., Kansas City, Kansas, or to GERALD J. SMITH, 816 Bryant Bldg., Kansas City 6, Mo., chairman of the Educational Committee, for full information.

DR. HEROLD HUNT told me he would be glad to write any other school head. So you may want to suggest to your superintendent that he get directly in touch with Dr. Hunt.

PAUL SPEICHER
Managing Editor
**THE INSURANCE
RESEARCH & REVIEW SERVICE**
INDIANAPOLIS

THE NEW INSURANCE MONEY MAKER issued by the ILLINOIS BANKERS LIFE ASSURANCE COMPANY THE INCOME BUILDER

1. We have a NEW PLAN to enable you to make more money in these times.
2. ONE-TENTH THE SALES, through large first commissions and large renewal commissions will return you TEN TIMES the earnings of the same volume of life insurance alone under our plan.
3. IN ONE YEAR, you build as large a renewal income as you would in ten years writing the life insurance alone under our plan.
4. This Insurance Pays All Ways:

If you live too long.
If you do not live long enough.
If you are disabled.
If you have an emergency need for cash.
ALL AT EXCEEDINGLY LOW COST.

HUGH D. HART
Vice President and Director of Agencies

**Illinois Bankers Life
Assurance Company**
MONMOUTH, ILLINOIS

Trend to Closer Supervision of Ordinary Agents

May Modify Independent Contractor Status, Come Under Social Security

NEW YORK—In recent months there has been evidence that large numbers of ordinary agents will be brought under increased home office supervision and also under the provisions of the social security act. Steps in that direction have been taken by Acacia Mutual and Sun Life of Canada. There appears to be a growing tendency to modify the independent contractor status of agents, at least so far as new agents are concerned, which has prevailed in the ordinary field.

Agents qualify under the social security act's old age provisions, if there is an employer-employee relationship and are excluded if they are independent contractors. So far as the federal unemployment aspects of the act are concerned, agents are included if they are not compensated solely by commission and excluded if they are compensated solely on a commission basis. About two-thirds of the state and territorial unemployment laws exempt life agents from that tax if compensated solely by commission and the remainder exempt them from tax if they are independent contractors. Some observers believe there is a movement by the social security board to have agents previously classified as independent contractors considered employees. The Attorney-general has been asked to rule on insurance cases where a difference of opinion has existed between the social security board and the Bureau of Internal Revenue, which administers the federal unemployment law.

Companies' Views Given

The announcement by Sun Life of Canada bringing its United States agents under social security, with closer supervision in the field, stated that closer supervision and direction of agents will result in both greater quality and quantity of sales, to the decided advantage of those who desire to place themselves under the new plan.

E. D. Field, senior vice-president National Life of Vermont, in discussing a program contemplated by his company for more effective agency operation, declared that companies operating on the general agency system will have to compromise with the independent contractor principle and assume a much greater responsibility for the general development of agencies than in the past.

While advocating the continuation of the independent status of the established agent, Dudley Dowell, vice-president of New York Life, recently asserted: "We must recognize that the apprentice agent and the established agent are not in the same category. . . . There has been a tendency to lump the new agent with the experienced agent in considering a problem which largely arises out of the methods of selection, recruiting and training the apprentice agent." He then went on to say the apprentice agent should be properly regarded as an employee subject to close supervision and discipline during a limited apprentice period until he qualifies for the right to enter business for himself.

In considering the problem of closer supervision of agents, the ordinary companies have undoubtedly been impressed by the success of the industrial

companies with their debit plan of operation and close supervision of agents' activities. They see in actual demonstration the advantages of starting a well-trained man out with an established clientele, aided as he goes along by continuous supervision which enables him to keep on the right track. Major problems in the ordinary field have been to keep an agent doing the things he has been taught to do after he has once started and to pay a sufficient income to start out with which solves the problem of tiding him through the learning or apprentice stage. A few

ordinary companies have experimented with giving their new agents a block of business to service as a starter, somewhat on the order of a debit, and this plan seems to work pretty well. The closer supervision over industrial agents has probably made it less difficult for them to adjust themselves to swiftly changing markets and economic conditions.

W. Peveral Lowes of the home office agency of Ohio State Life is recovering after a close call from death in a Columbus hospital. He was operated

on for hernia and later suffered a spasm of the larynx. His surgeons gave him one chance in a million, but he later revived and is now on his way to recovery.

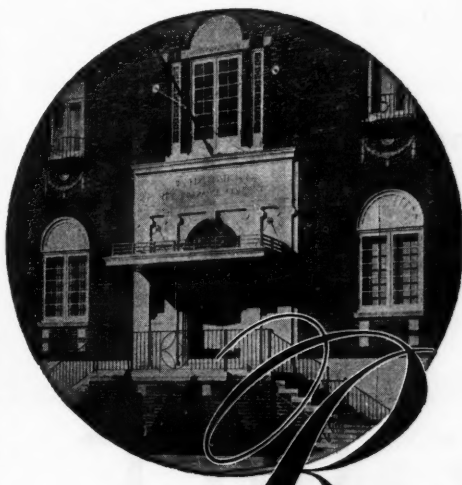
Authorizes GI Loans in Conn.

HARTFORD—Governor Baldwin of Connecticut, under his war powers, has issued a proclamation legitimatizing the investment by insurance companies and savings banks in GI loans. A similar proclamation was recently issued by Governor Saltonstall of Massachusetts.



No! Hitler and Hirohito!!

No, Hitler and Hirohito, you are not prospects for our Accident, Health and Hospitalization Policies offered by our new Accident and Health Department, but millions of Freedom loving Americans are. The new policies offer up-to-the-minute protection to policyholders and maximum opportunities to our men. For example, policyholders automatically have their protection increased five percent when they pay their premiums annually. Our agents, of course, receive the same top commissions for both new and renewal business. Send for complete information about our new Accident and Health Department and its new policies.



Bankers

NATIONAL LIFE Insurance Company..Montclair, N.J.

Ralph R. Lounsbury, President
W. J. Sieger, V. P. & Sup't. of Agencies

No Premium Tax on National, U. S. A., Policies in Mich.

LANSING, MICH.—A life company which has "by a management or trustee agreement assumed liabilities of an insolvent company and has received assets of the insolvent company subject to policy liens, is not liable for premium taxes . . . collected on the insolvent company's policies until after the liens are discharged. . .", Maurice Moule, assistant attorney-general, held in an opinion rendered Commissioner Forbes in connection with treatment of policies of the defunct National Life, U.S.A., on which premiums are being collected for its account by Washington National

which eventually comes into full possession of National Life's business when liens on the policies are discharged on Dec. 31, 1948.

As Washington National is receiving no profits or gains from the assets conveyed, the opinion holds that it is only acting as a manager or trustee and is not doing business in Michigan within the meaning of the statute with respect to National Life policies and hence is not liable for a premium tax on that business.

Conference Directory Issued

The 1944-45 directory of the Health & Accident Underwriters Conference shows 128 active members, including 58 life companies, 37 accident and health-only companies, 28 multiple-line casualty companies, two hospital-only companies and three fraternal.

Mutual Life Makes Three Promotions

Herewith are shown Oliver M. Whipple, Stuart F. Silloway and Dwight S. Beebe of Mutual Life of New York, who recently received promotions. Mr. Whipple was advanced from second vice-president to vice-president and manager of securities investments; Mr. Silloway, treasurer, was promoted to second vice-president and assistant manager of securities invest-



O. M. Whipple



S. F. Silloway



D. S. Beebe

ments, and Mr. Beebe, vice-president, is now vice-president and treasurer. Mr. Whipple has assumed his new duties, while the changes involving Mr. Silloway and Mr. Beebe will take effect Dec. 1.

Emblem of Earning Power . . .

★ **Premium Income** is the basic factor in FIELD CLUB membership, thereby focusing attention on *Earned Income* for the underwriter. Except for the four Club Officers, no distinction is made in membership standings, and all Company representatives earning a *Livable Income* may qualify.

★ **CLUB INSIGNIA:** A sterling silver emblem is awarded for original membership; a gold emblem for ten memberships; a diamond for ten consecutive memberships, with an additional diamond inset for each yearly qualification. Here indeed are emblems of successful accomplishment and of increasing prestige with each added year of FIELD CLUB membership; here are incentives that stretch far into the horizon of the future!

✦ *Excellent agency opportunities are now available* ✦

AMERICAN UNITED LIFE INSURANCE COMPANY

Established 1877



Indianapolis



THE MANUFACTURERS

COMPLETE BROKERAGE FACILITIES

All Life, Endowment and Annuity Plans.
Favorable Par. and Non-par. rates.
Standard and Sub-standard risks.
Facilities for handling large cases.
Civilian Foreign Travel Coverage.
Annuities — Single Premiums up to \$100,000.
Prompt and Efficient Service.

INSURANCE IN FORCE, 727 MILLION DOLLARS

(Including Deferred Annuities)

ASSETS, 241 MILLION DOLLARS

LIFE

INSURANCE COMPANY

HEAD OFFICE:
TORONTO, CANADA
Established 1887

Continental Assurance Plans to Double Capital

Directors of Continental Assurance have recommended a 100% stock dividend, increasing the outstanding shares from 100,000 to 200,000, the par value remaining at \$10, as of Dec. 15. Stockholders will meet Dec. 21 to vote on the matter. If stockholders approve the plan, \$1 million of surplus will be transferred to capital, leaving \$979,640 of contributed surplus. This would give the company a \$2 million capital and a contributed and earned surplus in excess of \$3 million.

Directors have voted the regular dividend of 50 cents a share payable Dec. 29, and an extra dividend of 50 cents payable Dec. 20, both payable on the 100,000 shares now outstanding, to stockholders as of Dec. 15. This brings the calendar year dividend total to \$2.50 per share.

Directors hope to be able in 1945 to declare regular quarterly dividends of 30 cents per share on the 200,000 shares, if the plan is adopted.

Directors of Continental Casualty have proposed to increase the par value of stock from \$5 to \$10, raising capital from \$2½ to \$5 million. There would remain in the surplus account after the present plan is adopted \$2,936,980 of contributed surplus. The company would have capital of \$5 million and total surplus, including contributed and earned surplus, of more than \$10 million.

A regular dividend of 30 cents per share and an extra of 60 cents have been voted, and directors hope in 1945 to increase the regular quarterly dividend from 30 cents to 40 cents a share.

Medical Deductions Clarified

WASHINGTON—The internal revenue department has amended regulations relating to medical, dental, etc., expense to cover situations where payments are made in one year and compensation is received the following year. Such payments exceeding 5% of net income up to a limit of \$2,500 for married persons and \$1,500 for single may be deducted, less any compensation received under insurance policies. If compensation is received the year following the one in which payments are deducted, such compensation less the deduction taken for prior year is considered as gross income. If medical payments exceed the \$2,500-\$1,500 limit, this excess also can be deducted from compensation received.

E. H. O'Connor in Toledo

E. H. O'Connor, executive director Insurance Economics Society, spoke before a joint meeting of four Toledo insurance groups on "The Expansion of Compulsory Social Security."

President Lee Is Hard Worker

Head of American Life Convention Spends Much Time at Headquarters

Laurence F. Lee, president of Occidental Life of Raleigh, N. C., and Penninsular Life of Jacksonville, Fla., who was recently elected president of the American Life Convention, is a hard working president. Since his election he has devoted himself almost entirely to the work of the A.L.C., residing at the Union League Club in Chicago and being daily at the A.L.C. office. He has found this necessary because of changes made, R. L. Hogg becoming the new general counsel and general manager. There have been many new members elected. There are different projects on foot. There have been changes made here and there and the appointment of committees has been a major task.

Sought Daily Contact

Therefore Mr. Lee has felt it desirable for him to be in daily contact with headquarters, getting acquainted with the procedure, acting as a consultant and keeping the machinery in motion.

He will attend the meeting of the executive committee of the National Association of Insurance Commissioners at the Edgewater Beach Hotel in Chicago this week. He will go to New York City to attend the mid-year meeting of the commissioners. There will be a meeting of the executive committee of the American Life Convention, Dec. 2, at the Waldorf-Astoria Hotel in New York City.

Furthermore, a meeting of the A.L.C. members that are writing industrial insurance has been called for Nov. 30 at the Waldorf in the American Life Convention headquarters to discuss the Industrial Section and the proposal of having an industrial insurance seminar. President Boyd of Commonwealth Life of Louisville has been assigned the duty of getting the companies together. President Lee will participate in that meeting.

Ellis, Cincinnati Veteran, Retires

Samuel P. Ellis, who built the Cincinnati agency to one of the great agencies of Provident Mutual Life and who has served the company 55 years, relinquished active duty Nov. 1.



Samuel P. Ellis

His partner, W. Henry Blohm, became general agent. Mr. Ellis went with Provident as a special agent in 1899 and became general agent in 1907. He is a former president of the General Agents Association of the company. On his 50th anniversary he was given a dinner by his associates, which was attended by many city officials, by outstanding Cincinnati life men and Provident Mutual leaders from many states and cities.

His former partner and successor, Mr. Blohm, entered life insurance in 1936 with the Newark agency. He was appointed supervisor there and later in New York, where in 1940 he led the Shoemaker agency in number of lives insured.

He became a partner of Mr. Ellis three years ago and immediately made

his influence felt in the agency and in the community. He was elected secretary of the Cincinnati Life Underwriters Association in 1942 and was chairman of the tri-state sales congress in 1943, and also a director of the local association. He is now president of the Association of Life Insurance General Agents & Managers of Cincinnati.

Trend to Profit Sharing Trusts

E. A. Starr, head of the pension trust department of Connecticut Mutual, discussed with members of the Robert N. Waddell agency in Pittsburgh the latest developments in the pension trust field.

He said there seems to have been a swing towards profit sharing trusts instead of pension trusts in recent weeks. This may be because of uncertainty regarding business conditions after the war, as the profit sharing plan gives greater flexibility since it is based on profits instead of fixed commitments on the payroll.

Look Over Actuarial Talent

The American Life Convention has appointed a special committee to look over actuarial talent and recommend a successor to F. E. Huston, secretary

U. S. Division Ignores Life Insurance Field

NEW YORK—A booklet on life insurance will not be included among the series of educational booklets on various businesses the Department of Commerce is getting out for the guidance of returning veterans, it has been learned. The department classifies the life agent as an employee not having the status of an independent business man.

and actuary, who has gone with Shendoah Life.

6 Benefits Field Underwriters Enjoy Under the NEW MUTUAL LIFETIME COMPENSATION PLAN

The Lifetime Plan was developed to encourage career underwriters. On a contractual basis it provides definite incentives and compensation for service and quality of business, as well as for volume. Under this Plan, our underwriters enjoy the following advantages:

1. A stabilized income, not wholly dependent on fluctuating volume.

2. Substantially larger commissions, over a period of years, than under ordinary contracts.

3. An increasing income on a level volume of business.

4. Extra compensation for service to old policyholders.

5. Extra compensation for quality of business.

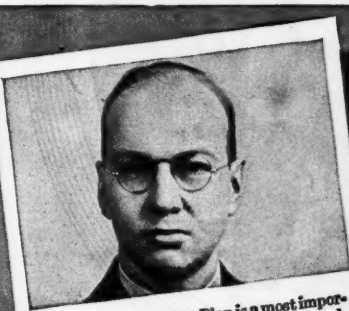
6. A generous retirement income any time between 60 and 70.

... Here's What Fieldmen Say About It



"Our Mutual Lifetime Plan has eliminated all of the uncertainties inherent in old commission contracts. It pays me a steadier pension during my production and larger income during the event of years. It guarantees security in the event of either disability or retirement. The added compensation, from Efficiency and Service Fees, certainly is an incentive for quality business, and better service to my policyholders. I am enthusiastic about the plan, and about the Company, with which I have been associated for 11 years."

ED F. WRIGHT,
Montgomery, Ala.



The Mutual Lifetime Plan is a most important step in raising the professional standards of the life underwriter. Why? Because the Plan pays for doing the things that are of greatest benefit both to the client and to the underwriter. There is an incentive to work harder and more efficiently from day to day, on account of the Efficiency Income and Service Fees. The knowledge that this is tied in with a flexible Retirement Plan on a contractual basis gives me a feeling of satisfaction with the business and security for the future."

CLAYTON T. KNOX,
Williamsville, N. Y.



Mutual Lifetime Contract, which I now own, is in a true sense a guarantee of adequate compensation during my lifetime. It stabilizes my income and assures me security for the future. "I am proud that The Mutual Life Insurance Company came forward with the most intelligent plan. The Efficiency Income, Service Fees and renewal compensation are incentives to writing more quality business. I know my future income is secure. I can sell life insurance easier—and in greater volume—to make my clients' future income equally secure."

JOSEPH E. SILVERSTEIN,
Rochester, N. Y.

Our 2nd Century of Service

THE MUTUAL LIFE

INSURANCE COMPANY OF NEW YORK

"First in America"

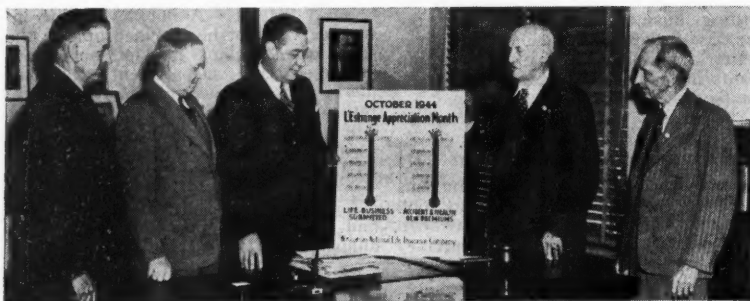


Lewis W. Douglas, President

34 NASSAU STREET

NEW YORK CITY

Wisconsin National's October



Left to right: A. C. Eastlack, actuary and assistant secretary; O. A. Lichtenberger, treasurer; G. A. L'Estrange, vice-president and agency director; C. R. Boardman, president; R. E. Martin, vice-president and secretary.

October was probably the most outstanding month in the history of Wisconsin National Life. It surpasses October, 1943, greatest single month the company has ever had in new life business, by 35.3%. The same holds true with respect to new accident and health business, which showed an increase of 18.9% over October of last year. The October campaign was designated as "L'Estrange Appreciation Month," a testimonial to G. A. L'Estrange, vice-president and agency-director in charge of production in both life and accident

and health departments. October is always observed by Wisconsin National Life, as the company was founded Oct. 12, 1908.

Home office officials expect 1944 to be a record-breaker in production of new business, life insurance in force, and increase in accident and health premium volume. For the first 10 months new life business increased 33.1% over the same period in 1943. Life insurance in force increased \$3,750,000 and accident and health premium volume for the 10 months increased \$98,700.



"One of the Best"

8

General Agency
Opportunities Open

Toledo, Ohio
South Bend, Ind.
Omaha, Neb.
Denver, Colo.
Lansing, Mich.
Kewanee, Ill.
LaCrosse, Wis.
Ottumwa, Ia.

WRITE, if you think
you can qualify.

THE ever present "Help-Your-Buddy" spirit, even when seriously wounded, is "One of the Best" of many superior qualities displayed by our Fighting Yanks, making ultimate Victory a certainty.

Among insurance companies, Central Life, now in its 49th year, strong and progressive, with \$195,000,000 of insurance in force, also is recognized as "One of The Best."

CENTRAL LIFE
ASSURANCE SOCIETY
(Mutual)
HOME OFFICE • DES MOINES

Life Companies Study Investments

Problem to Find Securities That Will Give Even Moderate Yield

A number of life companies are seriously scanning the investment field and are using every possible effort to secure worth while securities that will have a reasonable yield. The trouble is with the lower interest rate. It is very difficult to purchase bonds at anything like a "reasonable rate." This is giving companies serious thought as to their reserve basis. Companies operating on the 3½% basis will undoubtedly be forced to a 3% or even lower. The 3% companies from indications now will go to a 2½% or 2% level.

Situation as to Bonds

Companies have discovered that many bonds of a high grade nature are being retired, the concerns having accumulated enough funds to do this or the bonds are being called in and new issues offered at a lower rate. In 1943 the total bonded indebtedness of industrial concerns amounted to \$52 billion. In 1943 this had been reduced to \$42 billion. The life companies as shown by statistics are large holders of these bonds such as railroads, utilities, etc. Therefore the tendency has been to reduce the bonds and when a new issue comes out of any nature there is a rush to get as much as possible. In some cases companies have actually been bidding for bonds held by other companies offering to accept a lower rate.

The large companies are able to take the big bond issues by private agreement and there is no outside competition. This has invited protests from the banking industry. Then there are smaller issues coming out from the lesser industrial corporations and they are taken not only by the large companies but the smaller ones. In some cases where large companies have taken all of the big issues they have allotted some to other companies. The fact that all companies have been very generous in the purchase of war loan bonds has tended naturally to reduce their average investment yield. Life companies are watching the Commonwealth Edison Company field, the report being that it may put on the market \$173 million bonds. This deal may be negotiated between the company and its banking house, and it is not likely to go into the public competitive field. There has been some criticism of life companies for grabbing up all these private bond issues on the ground that they squeeze out the smaller buyers.

Situation in Mortgage Field

Not only in the bond field has the investment situation shown a darker hue but in the mortgage domain there has been an equally darker sky. For instance, farmers are making much more money and they are paying off their mortgages. Likewise, many residence owners especially taking FHA loans are paying off their mortgage indebtedness. Therefore, the life companies having FHA and other mortgage loans see that this unit of their portfolio is being gradually whittled down.

Foreclosure Prospect Better

The farmers are not making the mistake that they did during World War No. 1 as they are not buying additional land to such an extent. They are in much better shape financially. Life companies, therefore, will not be found holding the bag and having to foreclose many mortgages.

The whole investment situation for life companies is a very serious one, the executive officers having primary charge being put to it to find desirable securities.

RECORDS

Franklin Life—Reports an increase of 68% in issued business in October. Applied for business, including annuities, since Jan. 1 has totaled nearly \$41 million. First year cash premium income for the 10 months totaled \$1,883,000, a gain of about 40%. Renewal premium income has also expanded approximately 12% since Jan. 1, bringing the total premium income to around \$8 million for the year. Surrender values in October amounted to little more than 2% of the premium income.

Equitable of Iowa—Reports greatest new business volume paid for in any October for 15 years. October new business paid for was \$7,491,867, a gain of \$337,151 or 4.7%.

October also marked the great gain of life insurance in force, \$4,130,330, of any month since 1930. It now has \$686,707,785 life insurance in force, an increase of \$27,778,087 since the first of the year.

National Guardian—Ten months of 1944 paid for new business was \$6,199,226 more than for any entire year since 1930. Net gain, same period, was \$4,616,919—a bit more than the total for 1943, and 35% above the record for the company's best previous year.

Volunteer State Life—Reports a gain of 21% in October business over the same month of last year.

Berkshire—New paid-for life insurance for the first nine months was \$17,747,000, an increase of 30.5%. Insurance in force reached an all-time high of \$248,654,000, an increase of \$10,545,000 for the nine months. Assets increased to \$81,018,000 as of Sept. 30, a gain of \$4,397,000 since Dec. 31.

Confederation Life—New business paid-for to the end of September was \$48,612,824, an increase over the corresponding period of last year of 18%. The gain in business in force for the same period was \$31,893,704, compared with \$24,739,278 in the like 1943 period.

Capitol Life—A 103.2% gain in written business and 100.4% increase in paid-for business was shown in the first 10 months. October written business increased 137.2%.

Atlantic Life—It has exceeded the \$150,000,000 mark of insurance in force set as a goal to be reached by the end of 1944. Paid business for October was greater than any other October since 1936, and new business for the first ten months shows a substantial increase over the corresponding months last year.

G. H. Young, general agent State Mutual, was elected to fill a vacancy on the directorate of the New York City Life Underwriters Association for a three year term.

A CHALLENGING OPPORTUNITY

One of New England's oldest and most progressive advertising and publishing firms requires a man with a good life insurance background and experience in sales promotion. He must have initiative, personality, a creative mind, and a command of language fitting him to write on varied life insurance topics for clients of long standing in this field.

Salary commensurate with ability. This is an exceptional postwar opportunity for the right man. Address A-32, The National Underwriter, 944 Park Square Building, Boston, Mass.

Roosevelt Poo-Poos "Propaganda"

(CONTINUED FROM PAGE 3)

me. Some people apparently never learned that this kind of campaign does not produce the results they look for; in fact it usually produces the opposite results and it is going to do that again this year.

Calls Claim "Fantastic"

"They are making the fantastic claim this year that your government is now engaged in some deep-dyed plot to take over the insurance business. It so happens that I've had some experience with the insurance business myself, and I know that the workers and managers of that business can't be easily fooled by that type of propaganda.

"The insurance policies of the United States—your savings—are, I think, safer than they ever were in the whole history of the United States. So is the insurance business.

"That was not true in 1933 when this administration took office. I do not have to recall to you the closing banks and the shaky insurance companies of those days. In fact, I think it is safe to say that a great many of the insurance companies in 1933, if they had tried to liquidate their assets for the benefit of policyholders, would have found themselves in the 'red.' The reason is obvious—the value of the farms and mortgages and other properties on their books had depreciated so by March of 1933 that they could not have been liquidated at anything like the figures at which they were being carried on the books of the companies.

"You know what happened after March 4, 1933. You know how quickly the action which this administration took resulted in increased earnings and

savings and property values of our people. That is what this 'bungling, incompetent' administration has done."

Status of State Premium Tax Viewed by Expert

(CONTINUED FROM PAGE 3)

York ex rel O'Keefe, which dealt with a New York tax levied on the income of an employee of the Home Owners Loan Corporation. Stone declared that while it was contended that the tax would in some degree place an economic burden on the national government he held that "it is but the normal incident of the organization within the same territory of two governments, each possessing the taxing power." Professor Dowling also cites Stone's reminders that not all state taxation is to be condemned solely because it adds to the cost of doing an interstate business and that he also finds an allowable area of state regulation even though commerce is burdened and would not allow commerce to stifle the reasonable demands of state treasuries.

Selection Problems Reflect Major Trends in Business

(CONTINUED FROM PAGE 2)

ained for service, Mr. Jemison said. In four years selective service boards have been ordered to change and modify regulations at frequent intervals. Consequently Mr. Jemison's company requires on such applications an informal statement signed by the applicant and witnessed, giving full particulars of selective service history, draft classifications, with reasons, whether examined, etc. An informal statement in the applicant's own words is preferable to a prepared question-answer form, he said, because the agent too often answers the latter for the applicant. The psychological effect is more inductive of truth-

telling. In cases of doubt, a medical examination should be secured.

Dr. Irving presented a scholarly paper on diseases arising from military service abroad. He said there is some possibility some of the diseases will become endemic or epidemic in this country, and he confined his attention to the more serious ones. Underwriting such cases, he said, is strictly a medical problem and should in most instances be referred to the medical director for action.

Among the diseases he mentioned were those whose origins are protozoal, bacillary, parasitic, helmenthic, virus, rickettsial and fungous. He discussed also malaria and bacillary dysentery.

Unless the companies shift to other policyholders the cost of liberalities granted to a few, the removal or reduction of extra premiums on policies on men going into or in service must not be treated solely upon a patriotic or public relations basis, Mr. Price said. While from a financial standpoint no single company will have enough of such cases to make much difference, it is still advisable to establish within the company a policy of handling them on a basis that is fair and equitable to the individual and to the rest of the policyholders.

The differences between underwriting health and accident insurance and life underwriting should be observed by the underwriters, Mr. Campbell said. The accident and health hazard is multiple, the life hazard single. Insured may be permanently partially disabled with a limb lost and collect under an accident policy for his lifetime, yet he will live out his expectancy and be a good life insurance risk. Some impairments that cause rejection for accident and health coverage may allow life coverage at regular rate, he said. In accident and health insurance there is the selfish factor, the desire to collect. Payments under the policy go to insured, and he can personally show profit on his investment, Mr. Campbell said. There is little of this hazard in life insurance. Many a man has taken a vacation at the expense of his disability policy, but few want to collect on an ordinary life policy. While the personal history and physical findings on examination are important in accident and health underwriting, the moral hazard involved is extremely important, he said.

C. of C. Recommends Social Security Rate Freeze

(CONTINUED FROM PAGE 2)

The social security committee took no action on the question of whether old-

age and survivors' insurance should be financed on a reserve or pay-as-you-go basis.

Chamber officials said the proposed January social security conference here will be limited to consideration of health insurance matters.

Conn. General Liberalizes Aviation Coverage

(CONTINUED FROM PAGE 1)

pilots the limit of \$25,000 at an annual extra of \$7.50 per \$1,000 for full occupational coverage or a limit of \$50,000 with partial exclusion. Other professional pilots engaged in charter flying, student pilot instructors, sightseeing, photography and survey, 50 to 100 hours, can buy up to \$25,000 at an annual extra of \$10 per \$1,000; 101 to 200 hours limit \$25,000, annual extra \$15 per \$1,000; and over 200 hours, limit \$10,000, annual extra 8 cents per hour per \$1,000.

Private pilots may purchase up to \$25,000 of coverage. If flying time is 25 to 74 hours per year and the pilot has 100 to 399 solo hours, the extra rate is \$10; if he has 400 or more hours the rate is \$7.50. With from 75 to 124 hours the extra charge is \$12.50 if he has up to 399 solo hours and \$10 if more than 400; 125 to 199 hours, \$15 and \$12.50, and 200 or over, \$17.50 and \$15.

For student pilots limit is \$10,000, and the extra is \$25 per \$1,000 except where there is a partial aviation exclusion rider, when the limit is \$50,000. Experimental test pilots and crop dusters usually will be considered only with partial aviation exclusion rider, and military pilots will be considered for \$10,000 of coverage with partial aviation exclusion rider.

Pilots and non-scheduled flight passengers paying an extra premium and those issued an aviation exclusion rider will be considered for double indemnity which excludes death caused by aviation. Whether issued with an occupational extra or with a partial aviation exclusion rider, pilots will be considered for plans of insurance issued by the company except five or 10 year term, income continuance and family income rider.

Commercial air line pilots paying more than \$7.50 per \$1,000 for full occupational coverage will be considered for a reduction in rating on the next policy anniversary. Those with policies not containing a war rider will be giving the option of accepting the war rider or continuing their existing rating.

Development of air transportation has been advanced many years by the war.

COUNTRY LIFE INSURANCE COMPANY

*"Outstanding
in Every Respect"*

HOME OFFICE • CHICAGO, ILLINOIS

Directing the Way Toward Financial Security Since the Turn of the Century

ATLANTIC LIFE INSURANCE COMPANY

Organized
1899

Richmond,
Virginia



Atlantic's salary and incentive commission plan of Agent's compensation affords a safe port for those embarking upon a career in life insurance.

Inquiries are invited from those interested. Agency and Managerial opportunities available in Virginia, North Carolina, South Carolina, Maryland, District of Columbia, West Virginia, Tennessee and Texas.

Mr. Sexton pointed out in his talk in Chicago, "and we are on the threshold of a tremendous expansion in the use of airplanes for commercial purposes, travel and recreation. Flying will be safer, faster, more comfortable and less expensive in post war planes."

There were 63,113 holders of flying certificates licensed by the Civil Aeronautics Administration in 1940, compared with 31,264 the year before, and with pilots since trained in the civilian pilot training program it is estimated that there are now about 130,000 certified civilian pilots in the United States, Mr. Sexton said. Many military pilots will continue to fly when they are demobilized, he suggested. Some of the 2½ million men in the various branches of the air corps who have had considerable flying experience will continue to fly as civilians, he added.

To date, fatality rates indicate that differences in pilots are of greater significance than the difference in the airplanes used, Mr. Sexton said.

Guardian Lays Plans to Aid Returning Service Men

Guardian Life through President James A. McLain has announced definite plans for speedy return of agents who now are in the armed forces to their life insurance careers when they are mustered out. President McLain's message went to the field men in service.

John L. Cameron, vice-president, has sent a similar communication to all employees in service.

These letters are a further step in Guardian's policy of keeping in touch with its men and women in service and an outcome of several months' consideration of post-war program for field people and home office employees. A course of advanced training for those returning to civilian life and also for those now engaged in life insurance selling at home is being prepared.

President McLain's letter mentions that returning service men will be able to choose between their old basis of compensation and a wholly new arrangement. Vice-president Cameron stated that annual consideration of salary increases is being continued and mentioned the job evaluation study which rates jobs for salary purposes.

Eye Back Pay Under Wage-Hour

WASHINGTON—The question of the insurance industry's liability for overtime pay to its employees, retroactive to the effective date of the wage and hour law, has been raised by attorneys connected with regional wage and hour administration offices in various parts of the country as a result of the S.E.U.A. decision, according to officials here. According to the Labor Department average weekly earnings in the insurance business during August, 1944, were \$44.51, an increase of 7.3% from August, 1943, but .9% less than in July, 1944. A department report shows no data available on average weekly hours in the insurance business.

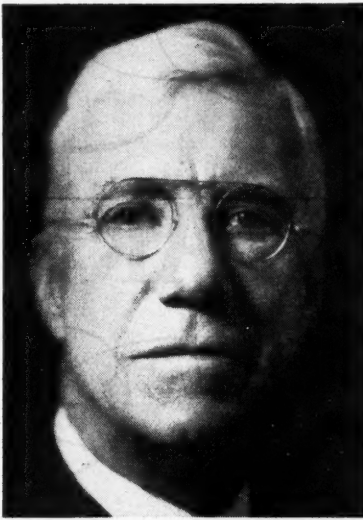
The wage and hour law provides a minimum wage of 30 cents per hour during the six-year period ending Oct. 24, 1945, after which the minimum automatically goes up to 40 cents per hour. The act provides a maximum of 40 hours in a work week with time and a half for overtime. Farm mutuals' employees are not affected, the wage and hour administration has ruled.

In general, officials here say, the administration has held restitution on account of overtime pay goes back to when the law became effective, Oct. 24, 1938, although it was admitted there had been some discussion that restitution go back only to 1940.

Newark Trust Council Dinner

The Life Insurance & Trust Council of North Jersey will hold a dinner in Newark Nov. 15. Sidney A. Gutkin, tax attorney of Newark, will discuss taxation. An open forum will follow.

Rounds Out 55 Years with Conn. General



ROBERT W. HUNTINGTON

HARTFORD—Robert W. Huntington, chairman of Connecticut General Life, has completed 55 years with that organization, which he served as president for 34 years.

A native of Norwich, he was educated in the public schools of Hartford and at Yale. After graduation he took a clerical position in 1889 with Connecticut General, which at that time had about 10 home office employees. He became actuary in 1893 and in 1899 secretary.

Mr. Huntington became president in 1901, when the company had about \$4 million in assets and \$20 million insurance in force. When he was succeeded in the presidency by Frazar B. Wilde in 1935, it had about \$1 billion insurance in force and more than \$171 million in assets.

Lift U. S.-France Restrictions

WASHINGTON—The Treasury Department has announced that restrictions on commercial and business communication with liberated portions of France have been lifted. Licenses are no longer required for concerns in the two countries to establish business contacts. Creditors may get in touch with their debtors in France. Banks, brokerage houses, and other financial institutions may advise their customers and depositors in France of the status of their accounts.

Treasury licenses, however, will not be granted for the present for the sending to France of powers of attorney, executed proxies, payment instructions and other communications which are transactional in nature.

It was indicated that similar restrictions will remain as between France and Britain.

Mail service with liberated France has been extended to include personal and business letters not exceeding one ounce.

Nelson Agency Winner

The Harvey Nelson agency of Equitable Life of Iowa in Chicago will take all its agents to the Northwestern-Purdue football game at the Northwestern University stadium Saturday. Following that a dinner will be given at the Edgewater Beach Hotel. Equitable divided its field into nine conferences, with six agencies in each. It carried on a five weeks football contest. The Nelson agency was the champion in its conference, winning five games.

Duling District Manager

Gilbert C. Duling, agent associated with the Lee Wandling agency of Equitable Society at Omaha, has been appointed district manager to operate out of North Platte, Neb., under supervision of Manager Wandling.

Safety for Tomorrow

FIDELITY has been selling that safety to the public for the past sixty-five years. It is selling it today at a time when thoughts of a post-war future are dominant in the minds of American men and women.

SAFETY for the tomorrow of the policyholder is offered through a system of plans and programs built to fit the individual prospect so as to provide against those hazards of life—or any combination of them—which are humanly avoidable.

SAFETY for the agent is offered through a fair contract, a retirement plan, skilled, sympathetic training and the provision of modern, efficient selling devices which include a direct-lead plan used successfully for 27 years—all this under a warm, co-operative leadership which never loses the personal touch.

SAFETY for the tomorrow of both policyholder and agent is guarded by sound investment, economical management, and watchful supervision.

FIDELITY is a friendly company.

The **FIDELITY MUTUAL LIFE**
INSURANCE COMPANY
PHILADELPHIA

E. A. Roberts, President



100TH YEAR



NEW YORK LIFE

INSURANCE COMPANY

A Mutual Company, Founded on April 12, 1845

51 MADISON AVENUE, NEW YORK 10, N. Y.



100TH YEAR

**“For almost half of the Company’s
100 years, New York Life Agents have
had a unique incentive, a security
plan called ‘Nylic,’ which promotes
and rewards continuity of service.”**



NEW YORK LIFE

INSURANCE COMPANY

A Mutual Company, Founded on April 12, 1845 .

51 MADISON AVENUE, NEW YORK 10, N. Y.



EDITORIAL COMMENT

Employee Suggestion-Boxes

The experience of war industries in making good use of suggestions by employees serves to emphasize what a number of home offices have found can be accomplished in this direction. The problems confronting home office management are not so novel nor is the drive for speed and volume so vital as in a plant that is making weapons of war, but important savings can nevertheless be made. If the system is handled right there is also a worth while effect on employee morale, for the adoption of feasible suggestions not only shows that ingenuity and intelligence are rewarded but that the management is constantly on the alert for better ways of doing things and is not just plodding along in the same old way, clinging to procedures the reason for which has often been forgotten.

One of the big reasons why an employee suggestion-box is valuable is that it brings to the attention of a supervisory executive the fact that there is a procedure or method that could be handled better than it is. The man or woman who spots the weak point in the setup often lacks the technical training or analytical ability to work out a practical solution but his suggested improvement, even though obviously unworkable, may serve to stimulate thinking on the part of those who are quali-

fied to solve that particular problem.

A man or woman who is handling a certain type of work is in the best position to know how it could be handled better. This of course presupposes not only an interest in the job but enough of the company's other operations to have some idea how they would be affected by the proposed change.

A company policy of encouraging employee suggestions amounts to more than hanging up a box with a slot in it, using the feasible suggestions, and rewarding or otherwise recognizing those who made them. For every suggestion that can be put into practical use there will be a vast number which are impractical or even nonsensical. In many cases it takes considerable diplomacy to explain why the proposed idea is not worth putting into effect. Nearly everyone is greatly prejudiced in favor of his own brainchild and is inclined to suspect anyone who is less enthusiastic about it.

Admittedly, management has a difficult course to steer in stimulating personnel to think about better ways of getting jobs done and yet not appearing to promise that every bright idea that anyone has will immediately be put into effect. In spite of this the results appear to show that the encouragement of employee suggestions is a help to morale and to efficiency.

Getting an All-Around Education

There are very few men in the insurance business that can boast of the designation of C.L.U. or "Chartered Life Underwriter" granted by the American College of Life Underwriters, which is sponsored by the National Association of Life Underwriters, and the C.P.C.U., or "Chartered Property & Casualty Underwriter," which is backed by several fire and casualty organizations. The C.L.U. designation has been awarded for some years. Wade Fetzer, Jr., chairman of the public relations committee of the National Association of Insurance Agents, president W. A. Alexander & Co., Chicago, has the C.L.U. degree and is a trustee of the American Institute for Chartered Prop-

erty & Liability Underwriters which awards the degree.

A person who has taken either course and is interested in the other would find the second one much easier because the so-called academic or legal part is pretty much alike. These two institutions are doing a splendid work in offering the opportunity for ambitious and far seeing young people especially to have a chance of getting a comprehensive knowledge of insurance in general. After all we need "insurance men," those that have a working knowledge of all branches of the business. This is particularly useful in the production field. We hope to see more students taking both courses.

A Word Should Be Said for Speakers

So much is said about long suffering audiences at insurance conventions that it is time somebody put in a word for the speaker. About 90% of the program makers over-crowd their schedules to the point that some speaker is going

to get half his allotted time and one-fourth his expected audience. Program makers need to study the habits of their association members. In some cases, no matter who the speakers may be, the audience starts to melt away at

noon on the day of adjournment, and by 3 or 4 o'clock there will regularly be about 40 or 50 left to hear the last speaker and to conclude the business. This will be about 10% of the audience present at the last morning session.

It is an imposition and a discourtesy to ask any speaker to appear on a program when it is known in advance that by the time he gets to the platform 90% of the convention audience will not be there. At great sacrifice of time and energy a speaker accommodates the program makers. He leaves his work for one day and rides the Pullman for two nights to be there. For years he has gathered his material and has in-

formation of dollars and cents value to pass on to his hearers. He isn't getting any fee. The only return he gets out of it is the inspiration that comes from a listening audience eager and responsive to what he has to say. Why not give him a break and have an inspiring audience for him?

When the program makers know that an audience invariably leaves in droves by 2 or 3 o'clock in the afternoon of the last day, the convention should be set up deliberately to adjourn at about 2 or 2:30.

Some time it might be a good idea to draw up a code of ethics on the treatment of speakers.

PERSONAL SIDE OF THE BUSINESS

W. T. Craig, Cincinnati general agent of Aetna Life, is the new chairman of the industrial payroll savings division of the war finance committee for the sixth war loan, having taken the place of Judd C. Benson, manager Union Central. Mr. Benson, who has handled this division for some time, had to give up the war bond work because of his activities as trustee of the National Association of Life Underwriters and chairman of its law and legislation committee.

Mrs. Ed Moloney, the former Martha A. McKinley, for many years until her marriage branch secretary of Dominion Life in Detroit, is the mother of a son, Ed, Jr.

Carroll M. Shanks, new executive vice-president of Prudential, has been appointed on the public library board of Newark by Mayor Batt. He has been with Prudential 11 years and is active in outside activities. He is vice-president and director of the New Jersey state chamber of commerce, a director of the Norfolk Southern Railroad, the Roper Lumber Company and the Roper Realization Company. He is a member of the New Jersey bar.

John H. Vance of Greensburg, Pa., son of **G. G. Vance**, retired general agent of Northwestern Mutual Life there, has been promoted to major. He is a staff officer in a 15th AAF flying fortress group, which is the oldest heavy bombardment group in the European theater. He was an agent of Northwestern Mutual Life when he went into the army in April, 1942.

John P. Zimmer, superintendent of Prudential in Milwaukee, has completed 45 years with the company. He started at Racine, Wis., in 1899 and later was made superintendent at Oshkosh, Wis., where his brother, Peter C. Zimmer, is now superintendent. He was transferred to Milwaukee in 1908.

W. E. Whipple of the Columbus agency of Midland Mutual Life is celebrating his 25th anniversary with the company. Mr. Whipple has personally paid for \$12 million of insurance.

Frank B. Falkstein, San Antonio, Aetna Life's leading producer for the year in paid business, has been appointed San Antonio general chairman for the sixth war loan drive.

Earl H. Watson, Mutual Life, a past president of the Wichita Life Under-

writers Association, is confined to a Wichita hospital with a heart attack.

Sidney F. Keeble, general counsel of Life & Casualty, was elected to the board of control of the national organization of Exchange Clubs at the convention in Toledo.

As a token of the appreciation of the faithful work of **M. F. Kennedy** in reporting the insurance news emanating from San Antonio, Tex., for over 10 years, the San Antonio Life Managers Club presented Mr. Kennedy a substantial check on his birthday.

"Mr. Kennedy has proved a faithful friend of the entire insurance fraternity," according to a statement prepared by San Antonio insurance men. "He is very regular in his attendance at all insurance gatherings and his enthusiastic support of all projects is an inspiration to everyone in the business. The wealth of information which he has gathered is a basis for the deep respect we all feel for his sound judgment."

Gen. C. R. Boardman, president of Wisconsin National Life, has just observed his 84th birthday. He was one of the founders of the company in 1908, and was elected president in 1916. He spent the day at the office, where he received many congratulations and well wishes.

Edward J. Bremer, Elmira, N. Y., superintendent of Prudential is observing his 30th service anniversary. Mr. Bremer started as an agent in Jamestown, N. Y., in 1914 and was made assistant superintendent in 1917 and transferred to Salamanca, N. Y., and later to Dunkirk. He was named superintendent at Elmira in 1930. He is a director of the Elmira Association of Life Underwriters.

Under George F. B. Smith, assistant vice-president of Connecticut Mutual Life, as chairman, the Greater Hartford war chest campaign raised \$1,311,328, the largest amount ever obtained in Hartford in an annual fund-raising campaign. P. M. Fraser, vice-president of Connecticut Mutual, is president of the chest.

Carleton G. Lane, second vice-president of Union Mutual Life, is chairman of the government division of the state war chest, Maine division, of the National war fund.

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"IT'S A SPECIAL JOB FOR THE BOSS. HE'S GOING TO PICK HIS TEAMS SCIENTIFICALLY IN THE FOOTBALL POOL THIS YEAR."

DEATHS

James D. Benedict, 72, retired advertising manager of Metropolitan Life, died at Waterbury (Conn.) Hospital. Mr. Benedict was associated with a New York advertising agency before joining Metropolitan in 1925. A son, Stuart Benedict, is with Metropolitan.

David P. Dunn of Wethersfield, group field representative in Connecticut of Travelers, died after a brief illness.

Ray W. Crawford, former general agent of Connecticut Mutual Life in San Francisco and later with Travelers, who was forced to seek lighter activities about 10 years ago because of a heart condition, died there. While he continued his interest in life insurance, servicing some of his old clients, he has been doing light duties for the army and navy, supervising installation of communications systems in new army cantonments, air fields and Jap relocation centers until a few months ago. Mr. Crawford first joined Connecticut Mutual as an agent and when Walter E. Webb resigned as general agent to become a vice-president of the old National Life, U.S.A., Mr. Crawford succeeded him.

James A. Wellman, 77, in life insurance at Manchester, N. H., for almost 50 years, died there after a long illness. Upon graduation from Dartmouth College he became state agent in Vermont for Connecticut Life, resigning in 1895 to manage the New Hampshire agency of National Life of Vermont, with which he was connected until his death. He was a founder of the Manchester Association of Life Underwriters and its president for many years. He was a trustee of the University of New Hampshire, and had been prominent in political and civic affairs.

George B. Dudley, 54, agency supervisor Metropolitan Life for its Penn State territory, died at his home in Mamaronock, N. Y., from a heart attack. He had been in poor health and the previous week on his way home he fell and broke his collarbone. Starting as a mail boy in 1905 at the age of 15, he became a clerk, working his way up to become assistant supervisor and agency supervisor. Among the sur-

vivors are a son John C., of the home office loan and surrender division, and a brother Robert L., of the Pacific Coast head office.

Harold W. Mason, 49, secretary of the Republican national committee, a close personal friend and adviser of Thomas E. Dewey throughout his campaign for the presidency, and a director of National Life of Vermont died of a heart attack at the Savoy Plaza Hotel in New York Nov. 3. President E. S. Brigham, Fred A. Howland, honorary chairman of the board, and Vice-president L. D. Meredith represented the National Life at Mr. Mason's funeral on Nov. 6 in Brattleboro, Vt., where Mr. Mason was vice-president and treasurer of Dunham Brothers.

Frederick H. Kreismann, 75, mayor of St. Louis 1909-1913 and for many years president of St. Louis Mutual Life prior to his retirement in 1939, died from pneumonia. He had been in ill health in recent years. Mr. Kreismann also headed a general insurance agency in St. Louis. His son-in-law, William A. Field, is secretary of St. Louis Mutual Life.

Conn. Ruling on Service Men

Desiring to help agents in service as in reestablishing themselves in the insurance business on their return to civilian life, Commissioner Allyn of Connecticut has ruled that it will not be necessary to retake qualification examinations for licenses held on entry into service.

All that will be necessary is that the veteran fill out a new qualification card, and request the companies which he formerly represented to make requisition for his appointment within six months from the date of expiration of his military service.

Building & Loan League Meets

The United States Savings & Loan League will hold its annual conference Nov. 13-15 in Chicago. Several fire and casualty insurance people will attend.

Steven M. Foster, economic advisor of New York Life will be one of the participants in the round table on financial trends.

NEWS OF THE COMPANIES

Judge Upholds Holzman's Control of Prudence Life

Circuit Judge Fisher has issued a court order upholding the election of new officers of Prudence Life of Chicago, supervised by Gerald E. White, special deputy for the Illinois insurance director. Alfred Holzman is board chairman; Arthur A. Bransley, president; Clara E. Holzman, vice-president, and B. L. Hollowick, secretary-treasurer. Directors include Mr. and Mrs. Holzman, Mr. Hollowick, Gustave Neufeld, Roy Hannahs, Louis W. Ernst and Stephen T. Ronan.

The court held that the 938 proxies presented by Paul E. Price, M. H. Wettaw, former president, and M. V. Hultquist were invalid because they were not filed 10 days before the election to meet the requirement of the by-laws or with Mr. White or insurance department as required by court order. Even if these purported proxies had been counted, the result of the election would not have been changed, Judge Fisher pointed out.

The court also forbade anyone except

those duly elected to act or pretend to act as directors or officers. All funds, property, records, etc., were ordered turned over to the new officers. The court went into considerable detail regarding this, apparently in an effort to end all disputes regarding control of Prudence Life. The Illinois insurance department's petition for a receivership is still pending.

Reserve Loan Life Opens Agency in Havana

Reserve Loan Life of Dallas has established an office at Havana, Cuba, connected with the Overseas Underwriters or "Oficinas de Ultramar," the largest general insurance office in Cuba. Its premium income last year was \$6 million. It operates throughout Latin America, maintaining offices in Santa Domingo, and Mexico City. It also has a branch in New York City. It is general agent for more than 16 different foreign insurance companies. It has more than 100 persons in its office. All the employees speak both Spanish and English. A special course of study of

AS YOU KNOW... Our "Builders-of-Men Plan" Includes a Home Office School

Does this report
help substantiate
the claim that our
Builders-of-Men Plan
is a valuable aid to
our General Agents

?

REPORT COVERING "JUNE SCHOOL"	Men in Attendance.....17
	Number Previously Sold Life Insurance.....2
	Results—First Quarter "3 Months" Number Producers.....17
	Total Amount Business—\$973,323
	Average Per Month— 17 Men.....\$324,000
	Average Per Man Per Month.....\$ 19,058

We Need Five More High Grade General Agents...
Possibly You Are So Situated That You Should Talk to Us

A. B. OLSON • Agency Vice-President

★
Guarantee Mutual Life Company
Organized 1901
OMAHA, NEBRASKA

English is maintained for all new employees.

The agency owns its own building, known as the Metropolitan building, which houses its own company, La Metropolitana. It has over \$2 million capital and surplus. The president is Henry Godoy, who has spent many years in Havana in the general insurance business. The agency has a special life insurance department in charge of a life insurance man.

New Union Mutual Directors

Harold Cabot, president of Harold Cabot & Co., Inc., Boston advertising firm, and John L. Baxter of Brunswick, Me., consultant of the War Food Administration and until recently chief of the processed foods division of the War Production Board, have been elected directors of Union Mutual Life.

Mutual Savings Sells Building

Mutual Savings Life has sold its home office building at 3207 Washington avenue, St. Louis, and will move about Dec. 15 to new home office quarters on the second floor of the Arcade building, Eighth and Olive streets, in the heart of the downtown business district.

Report on Crown Life, Ill.

The Illinois department has issued its report of the examination of Crown Life, 203 North Wabash avenue, Chicago, an assessment legal reserve life company. The examination was as of Dec. 31, 1943. It showed assets \$77,544, surplus \$28,072. The examiners say that the cash position is sufficient to liquidate all liabilities. Crown Life reinsured the business of Dearborn as of Sept. 30, 1943. L. L. Simons is president and treasurer. It writes direct life insurance only in Illinois but additional business is procured by mail from other states.

It issues but one contract on the non-participating life expectancy term plan on males and females from ages 10 to 65 inclusive. Policies are sold in such

amounts as \$1 per month or \$10 annual premium basis will purchase at the age nearest birthday. Total premiums collected for the year were \$122,296, total income \$174,677, paid policyholders \$24,108, total disbursements \$81,707. Insurance in force totals \$6,162,924.

Old Line's Nine-Month Gains

For the first nine months of this year, Old Line Life of America reports a 38% gain in new paid-for life insurance and a 19% increase in accident, health and hospital premiums as compared to last year. Insurance in force Sept. 30 was \$93,964,373, an increase of \$3,090,593 since Jan. 1. Assets reached an all-time high of \$28,504,923, an increase of \$1,326,628. Payments to policyholders and beneficiaries totaled \$1,232,852. The ratio of deaths occurring in military service did not show an undue increase, although death claims as a whole were slightly higher.

SALES MEETS

Union Central N. J. Rally

The northern New Jersey agency of Union Central Life will hold a one-day sales congress and luncheon in Newark, Nov. 10. The guest speakers will be Arthur V. Youngman, New York City general agent of Mutual Benefit Life, and Walter E. Barton, president of the C. B. Knight agency Union Central Life in New York City. Swift C. Barnes, Newark manager, will preside.

Columbus Mutual Mich. Men Meet

The Michigan State Columbus Mutual Club held a midyear session in Jackson with members from Detroit, Flint, Lansing, Pontiac, Ann Arbor and Jackson in attendance. Barney G. Ball, assistant treasurer from the home office, spoke on "Life Insurance—Its Investments and Securities." James A. Preston, sales

manager, discussed "Package Sales" and Robert A. Smith, also of the home office, gave an inspirational address. George J. Dobben was toastmaster and Charles F. Durrant, club president, served as chairman.

Aetna Life Kansas Meeting

O. T. Cropper, Kansas general agent of Aetna Life, is holding his annual agency meeting at Topeka Nov. 12-14, with an open house Sunday afternoon for the agency staff and their ladies.

Michigan Agents Celebrate

Michigan agents of Wisconsin National Life attended a victory dinner in Lansing to celebrate their record in the October contest honoring G. A. L'Estrange, vice-president. A total of \$727,454 of life insurance was produced in addition to over \$2,000 in accident and health premiums by 46 Michigan agents led by A. R. Mason, Flint, who had \$101,164 of new life business.

M. S. Kirkpatrick, Michigan superintendent of agents, presided at the dinner, which was attended by Mr. L'Estrange and A. L. Senderhauf, head of the policyowners' service department from the home office. S. G. Hall, Kokomo, Ind.; A. G. Hambaum, Grand Rapids, and E. B. Moran, Crosswell, leading Michigan producer for the year with over \$300,000 of production, talked.

COMPANY MEN

J. F. Love New Advertising Director of Franklin Life

James Franklin Love has been appointed director of the advertising and publicity department of Franklin Life, to succeed F. J. O'Brien, who resigned recently to join a Chicago advertising agency.

Mr. Love has been with the organization for six years, attached to the agency department of the company at Dallas. On a number of occasions he has been a contributor to the "Franklin Field." He has a thorough and intimate knowledge of the company's sales methods and policies.

There will be no other change in that division and the other members of the department, including Miss Lillian Gilster and George Cellary, will remain as special assistants.

Joins Guarantee Mutual

Henry Behr, who was graduated from the University of Missouri, specializing on advertising, has joined Guarantee Mutual Life of Omaha and will be associated with its advertising and publicity department.

New Franklin Life Directors

J. V. Whaley, director of agencies; R. A. Frederick, associate actuary for 22

Excelsior Chief



ALBERT MATTHEWS

Albert Matthews, lieutenant-governor of Ontario, has been elected president of Excelsior Life of Toronto, succeeding the late Alexander Fasken. Mr. Matthews became a director in 1931. He is senior partner of Matthews & Co. investment securities firm. He is prominent in public life.

years and secretary since 1942, and Tom Leeming, associate general counsel, who is a senior member of the legal firm of Eckert-Peterson, Chicago, have been elected directors of Franklin Life.

Louis F. Gillespie of the law firm of Gillespie, Burke & Gillespie of Springfield has been elected general counsel. Franklin recently has expanded its op-

Steady progress of Bankers Life since 1887 has been distinguished by the integrity of its management and the character and ability of its field men. Our agencies are proving the value of the opportunities it offers in both personal representation and in agency building. Our plan of compensation for general agents is unique and affords a lucrative present and a secure future for doing the job.



Bankers Life
INSURANCE COMPANY
OF NEBRASKA

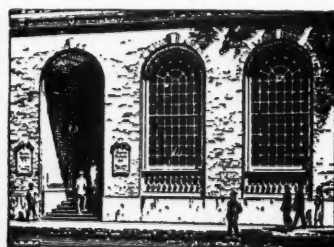


YOU HAVE THE KEY

For the old men and women of tomorrow, a retirement income is a magic chest of plenty. While life lasts, this chest never empties of treasure.

Only you can unlock the magic chest for your clients, for you alone hold the key. What have you done about it lately?

LIBERTY NATIONAL
LIFE INSURANCE COMPANY
BIRMINGHAM, ALABAMA
FRANK P. SAMFORD, PRESIDENT



The Boston Mutual Life Insurance Co.
Fifty-third Year of Service to the
People of New England.

erations into North Carolina, which area, including Florida and Georgia, will be supervised by A. V. Mozingo, agency vice-president, with divisional offices in Jacksonville, Fla.

Halliday with Southern Life

Frank Halliday, chief underwriter at the head office of Acacia Mutual Life, has been made assistant to the president of Southern Life of Atlanta. The company operates in Georgia and Florida. Mr. Halliday will have field, investment and general administrative responsibilities as well as being supervisor of underwriting.

Schmid Succeeds Alewell

E. A. Schmid has resigned as vice-president of Missouri Insurance Co., St. Louis, and has been elected secretary-treasurer to succeed Harry G. Alewell, who died recently. Mr. Alewell had been with the company since 1919 and secretary-treasurer since 1924.

John H. Becker, Jr., home office cashier since 1925, was elected assistant secretary.

CHANGES

Six New Agencies Being Opened by Provident Mutual

Provident Mutual is expanding its facilities in the Philadelphia metropolitan area and will open two new general agencies there Dec. 1. One agency each also will be opened in Camden, Trenton and New Brunswick. The general agents for these agencies all are promoted from the ranks of the former L. F. Paret agency.

At Philadelphia Lucien A. Hauslein and Theodore Widing, both of whom joined the Paret agency in 1933, are advanced to general agents.

Mr. Widing led the entire Provident field force in personal production in five of the last six years and is a life member Million Dollar Round Table and a C. L. U. since 1932. Mr. Hauslein, who also is a C. L. U., has had an outstanding record in personal production. He has been a supervisor for three years. Mr. Hauslein has been a member of the Leaders Club and Round Table on many occasions and is a "Master Millionaire" with more than two millions of insurance in force. He is president of the West Philadelphia Optimist Club.

C. Ridgley Sweeney, who entered the service of the Paret agency in 1936, becomes Camden general agent. He has been president of the Paret Agency Association, has been a member of the Round Tables and is a consistent producer.

Setup in Trenton, New Brunswick

Louis Wallis becomes general agent at Trenton. He has been in the life insurance business since 1921. He was agency supervisor of another life company, resigning in 1936 to become a full-time producer. He qualified for the honor club with 100 or more lives annually every year until he went to Trenton.

F. Lamar Watson, who entered the Paret agency in 1930 as special agent in New Brunswick, will be general agent there and in surrounding territory. He was a second lieutenant and a pilot in the first world war. Later he was in the automobile business. Mr. Watson's production has been consistently high. He is one of the "Master Millionaires."

Miss Alice E. Roché, direct mail pioneer, will continue as sales promotion manager on behalf of all the new agencies.

Behling N. W. Mutual's Stockton, Cal., Gen. Agent

Don M. Behling, agency supervisor for Murphy & Mage, Los Angeles general agents of Northwestern Mutual Life, will succeed John H. Kemp as general agent at Stockton, Cal., Dec. 1. Mr. Kemp has resigned because of his health.



D. M. Behling

He joined Northwestern Mutual in 1912. After 16 years as a leading district agent at Wayne, Neb., he was appointed general agent at Stockton in 1931. He has not been well for several years.

For many years a large personal producer for Northwestern Mutual in Columbus, O., Mr. Behling has paid for nearly \$4,000,000 of business in the company. In his five years as supervisor in Los Angeles, he has been in charge of developing outside territory, which has shown a marked increase in volume of business produced. An alumnus of Ohio State University, Mr. Behling is also a graduate of the Carnegie Tech life insurance school and its supervisors

school. He received his C.L.U. designation in 1935.

Acacia Mutual Appointments

Lionel Martelle has been appointed manager of Acacia Mutual at Cleveland. He has been associated with the Chicago office. He had considerable selling experience before he went with Acacia three years ago. He was sales manager for the Weaverv Aluminum Company. He made a success as a personal producer and then became a unit manager.

Elmer Adams has been appointed manager of Acacia at Dallas. For six years he was connected with the Texas insurance department and then served as agency vice-president and general manager of one of the smaller Texas companies. For the last four years he has been home office agency director in Texas for Modern Life.

Merge Two Indiana Agencies

Guaranteed Mutual Life has merged the Armstrong agency of Fort Wayne and the Clevenger agency of Muncie, Ind., in a new office at 512 Old First Bank building, Fort Wayne, Ind., under management of Joseph V. Clevenger, general agent, and J. Lloyd Armstrong, associate general agent.

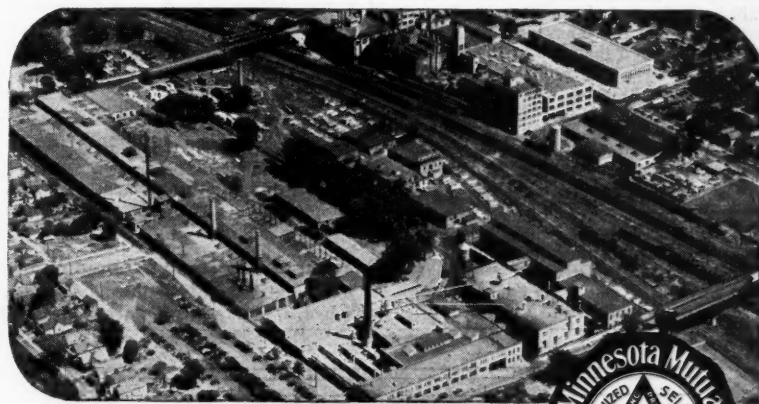
Unity Mutual L. & A. Shifts

Unity Mutual Life & Accident of Los Angeles has promoted Alfred Quinlan, manager in San Francisco, to manager of Los Angeles district No. 1. R. Echeverria, home office inspector, has been transferred to the northern division. C. W. Rodgers, agent in Alhambra, has been promoted to home office inspector. Jay Goldstein, home office inspector, has been made manager in San Francisco. James Travess, home office inspector, has been named manager of the newly created Los Angeles district 3.

Tuvey Named in Sacramento

Lincoln National Life has appointed Russell E. Tuvey general agent in Sacramento, Cal. He will cover 23 surrounding counties, with main offices at 417 Capitol National Bank building, Sacramento. He succeeds C. R. McAlister, who was transferred to Memphis to start a general agency in that city.

Mr. Tuvey entered insurance in 1937



SAINT PAUL

...HOME OF INDUSTRY

Because Saint Paul was located on the Mississippi River and soon became a railroad center, industry expanded rapidly here from the very start. Saint Paul became the home of such large industrial concerns as the Minnesota Mining and Manufacturing Company, Seeger Refrigerator, Griggs Cooper and Company, the Ford Motor Plant and the large meat packing plants of Swift, Armour, and Cudahy.

With the advent of war, Saint Paul industry went all out for Victory, producing armored vehicles, bombs, sub-chasers, automatic cannon, parachute flares, aircraft engine parts, and a wide variety of vital equipment for the Army, Navy and Merchant Marine. Such a progressive industrious city with 60,000 of its citizens engaged in essential services makes an ideal home for the Minnesota Mutual.

SAINT PAUL
sends greetings to insurance men in Toledo, Ohio, where Minnesota Mutual plans to establish a General Agency.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

ST. PAUL 1, MINNESOTA

WHY THE MINNESOTA MUTUAL?
We offer proven plans for finding — training Agents.

The Home of Complete Protection

- Life
- Accident
- Health
- Annuities
- Hospitalization
- Group
- All-Ways

W. T. GRANT
President

J. C. HIGDON
Executive Vice-President

BUSINESS MEN'S ASSURANCE COMPANY
KANSAS CITY, MISSOURI

Centrally Located Serving the Nation from Coast to Coast

as district agent in Worcester, Mass., of Massachusetts Protective. He has maintained a consistent record of personal production and has wide experience in sales methods.

Orshan to Assist Davis with Equitable in N. Y.

J. V. Davis, N. Y. City general agent of Equitable Society, has appointed Jos. Orshan associate general agent. Mr. Orshan, who is the agency's leading personal producer, will devote some of his time to recruiting, training and supervision of new agents.



Joseph Orshan

Mr. Orshan joined the company in 1936 and has been a consistent producer, qualifying each year for the production clubs. In 1943 he made the \$350,000 club and has already qualified for the \$500,000 club in 1944.

William Young Back from Navy

Ensign William Young has been honorably discharged from the navy and has returned to the ranks of Connecticut General Life as a member of the staff at Pittsburgh. Prior to going into service about a year ago he was Connecticut general manager at Kansas City. He had been with the company about five years and prior to going to Kansas City was assistant manager at Newark.

Carlson Named at Rockford

Clifford P. Carlson has been appointed general agent of Minnesota Mutual Life at Rockford, Ill. He was for 15 years with Mutual Trust Life of Chicago, served as president of the Rockford Life

Takes New Post



HENRY TYLER

Henry Tyler, who becomes manager of a new ordinary agency of Commonwealth Life at Knoxville, Tenn., formerly was field supervisor of that company for two years at Nashville. He joined Commonwealth in 1940 as middle and east Tennessee supervisor.

Underwriters Association in 1939-40 and is now a member of the executive committee of the Illinois association. He will have his office at 613 Gas & Electric building, Rockford.

Occidental's Toronto Appointment

Occidental Life of California has established a new general agency in To-

ronto with Community Associates, Ltd., headed by Charles E. Rea, active in insurance for 14 years, formerly with Continental Casualty and North American Life.

Hundley Detroit Acting Manager

B. L. Hundley, for many years agency supervisor of Guardian Life in Detroit, is acting manager following the resignation of H. A. Ward, division manager, who is now with Equitable of Iowa.

Sheffield Named Austin Manager

John Sheffield has been appointed Austin, Tex., manager of Atlantic Life. R. V. Hatcher, executive vice-president of that company, has just completed a tour of its agencies in Houston, San Antonio, Austin, Dallas and Fort Worth.

activities and means of enlarging their scope. It is impossible at this time to foretell just what courses life insurance will follow after the war.

Some companies have been making a careful survey of the health and accident field expecting to open a department for this coverage in the future. This will give the company life, accident and health group facilities. Other companies that do not write group insurance are considering entering that field. The fact that the Group Association is no longer in existence is a factor that makes the group field seem more inviting to some executives. There will be considerable activity in life insurance when companies start to spread their wings.

CHICAGO

DEGEN ROUNDS OUT 35 YEARS

David Degen of the Jamison & Phelps agency has just completed 35 years of continuous service as a representative of Northwestern Mutual Life in Chicago. He has never held any other permanent position, as he became an agent shortly after graduating from high school at Ottawa, Ill. Mr. Degen is a bachelor who has made a hobby out of boys' work among the underprivileged.

DONCHIN NOW C.L.U. AND C.P.C.U.

Manuel H. Donchin, one of the leading brokers of "Live Wire Row" in the Insurance Exchange branch of Travelers, has won the unusual and difficult distinction of being awarded both the C. L. U. and C. P. C. U. designations. He won the mark of life insurance educational attainment in 1942 and the other award in a class this year. Mr. Donchin has been in insurance sales work since 1931. His father is proprietor of a clothing store and haberdashery at North Judson, Ind. C. E. Lindstrom, now assistant manager of the Travelers in Chicago, was salesman for a clothing manufacturer and visited North Judson. The two decided to join Travelers. Mr. Donchin had attended Wabash College and University of Chicago, where he learned to study. He has led the Chicago branch on numerous occasions and has been No. 1, 2 or 3 many times in life production and high up among the producers of other lines. Mr. Donchin is a member of the Chicago chapter of C. L. U., and secretary-treasurer of the Chicago chapter of C. P. C. U. He is a director of the Insurance Brokers Association of Illinois.

KLEIN AGENCY AGAIN LEADS

The A. R. Klein agency of Home Life in Chicago led all the company's agencies in October for the third time in the last four months and stood third for 10 months.

The book every A. & H. man should read—"Planned Salesmanship," by Cousins. \$3.00 from National Underwriter.

NEW YORK

C.L.U. MEETING NOV. 15

Harry Jones, assistant mathematician of Mutual Benefit Life, will speak on the effect of new mortality tables on policy contracts at the Nov. 15 luncheon meeting of the New York City C. L. U. at the Hotel Martinique.

METROPOLITAN KICKOFF

Employees of the home office of Metropolitan Life participated in ceremonies which launched the organization's Sixth War Loan campaign, in which some 12,000 of them will serve as volunteer Treasury Department representatives for the sale of war bonds to the general public.

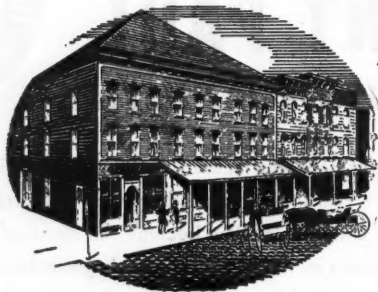
Leroy A. Lincoln, president; Gale F. Johnston, third vice-president and chairman of the life insurance division of Greater New York in the campaign, and Lawrence Washington, assistant treasurer and head of the war bond committee in the Metropolitan home office, spoke. The Metropolitan workers' quota is 60,000 bond sales, 50% more than in the fifth loan quota.

PICTURES WERE TRANSPOSED

In last week's issue the names under the pictures of Milton Herzberg, retiring New York manager of Equitable Society, and his successor, Myron Cohen, unfortunately became transposed. Mr. Herzberg has been one of the company's leading managers in New York City and Mr. Cohen has been his associate manager the past six years.

WATCHING THE OMENS

In connection with group insurance and perhaps accident and health coverage company executives are watching the trends of the times and will bring out their high powered telescopes, gazing at the stars and as soon as the war is over they will endeavor to see omens in the skies. In other words, they will be on the lookout for any particular winds that blow and possible



Since 1867

a life insurance company distinguished by

the character and ability of the men and

women comprising its field organization...

and by the integrity of its management.

EQUITABLE LIFE OF IOWA

Founded 1867

HOME OFFICE

DES MOINES, IOWA

☆ We'll Give You A Blueprint For Your Future—Right Now! ☆

Don't wait for the post-war period to plan YOUR future. If you are interested in building, through direct contract, a general agency in your community, send for a copy of "Field Features" and see the outline of our coverage with some unique benefits.

For information write to Agency Dept., J. DeWitt Mills, Supt. of Agents

MUTUAL SAVINGS

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY

Life Insurance Company

Allen May, President

3207 Washington Blvd.

St. Louis 3, Missouri

NEWS ABOUT LIFE POLICIES

Pacific Mutual Announces Changes in Substandard

Pacific Mutual announced increased limits and changes in regulations for acceptance of substandard business. Regular life and endowment plans, ages 21 through 50: Table A \$150,000; table B \$140,000; table C \$125,000; table D \$85,000; table E \$50,000; table F \$25,000. For ages above and below those mentioned, smaller amounts are provided.

The same limits are employed for both men and women; heretofore, the limits for women were less than for men. One set of limits now applies to new issues and total insurance.

Liberalize Term Rues

Term expectancy and term to 65 policies will be issued through table D; previously, these plans were limited to table C.

Five and 10 year term will be issued for amounts not in excess of \$50,000 at ratings not higher than table D.

Ages.....	10	11	12	13	14
Par. End.					
Age 65.....	\$16.62	\$16.98	\$17.35	\$17.74	\$18.14
Par. 20 Pay.					
End. 65.....	27.72	28.12	28.54	28.97	29.41
Ages.....	61	62	63	64	65
Par. Ord. L.	\$77.62	\$81.88	\$86.44	\$91.33	\$96.58
Par. 20 P. L.	81.78	85.54	89.62	94.02	98.80
Par. 20 Y. E.	83.47	86.95	90.77	94.94	99.52
Par. Single					
Prem. Life.	745.94	758.45	770.91	783.29	795.56
Non-Par. Ord.					
Life.....	66.79	70.28	74.19	78.40	82.90
Non-Par. 20					
Pay. Life...	70.37	73.42	76.92	80.70	84.80

Security Mutual, Neb., Has New Juvenile Form

Security Mutual Life of Lincoln, Neb., as one feature of its 50th anniversary celebration will issue a juvenile ordinary life in minimum amounts of \$2,500, ages 5 to 14, inclusive. Control of the policy remains with the payor until such time as he wishes to release it to the insured.

During the first 20 years of the policy, on payment of an extra premium, waiver of premium is provided in event of death or disability of payor before age 60. Regular non-forfeiture values are available end of third policy year.

North Carolina Mutual Has New Endowment Forms

North Carolina Mutual has added endowments at 60 and 65 containing the usual non-forfeiture features, which are available beginning at the end of the third policy year. Preferred risk ordinary life, 15 and 20 limited payment life, 10, 15 and 20-year endowments and 5 and 10-year term now are supplemented by the two additional endowment forms, in the ordinary department. North Carolina Mutual has more than \$30 million

in force in the ordinary department and over \$46 million in force in the industrial department. The premium rates per \$1,000 on the new forms are:

Age	Endowment at 60	Age	Endowment at 65
15.....	\$22.07	36.....	\$45.15
16.....	22.62	37.....	47.40
17.....	23.20	38.....	49.84
18.....	23.82	39.....	52.53
19.....	24.48	40.....	55.50
20.....	25.17	41.....	58.79
21.....	25.90	42.....	62.45
22.....	26.67	43.....	66.54
23.....	27.49	44.....	71.14
24.....	28.37	45.....	76.37
25.....	29.29	46.....	82.34
26.....	30.29	47.....	89.24
27.....	31.34	48.....	97.15
28.....	32.46	49.....	106.49
29.....	33.68	50.....	117.68
30.....	34.97	51.....	129.81
31.....	36.36	52.....	142.99
32.....	37.85	53.....	157.45
33.....	39.47	54.....	173.34
34.....	41.21	55.....	190.84
35.....	43.09	56.....	210.24

Northwestern Mutual to Announce Dividends Soon

Northwestern Mutual Life has announced that the 1945 dividends scale has been calculated but due to shortages the publication of a manual will be delayed until about Dec. 1. Dividends payable on 1945 policy anniversaries, it was explained by Percy H. Evans, vice-president and actuary, have been calculated on the same basis as effective for 1944 except that in conformity with the general practice of other companies dividends allotted to single premium policies, including the first dividend, are on the full paid basis tabulated in the 1944 manual.

For 1945 the rate of interest on non-withdrawable funds has been diminished from 3.4% to 3.25%. It remains the same, 3.15% on withdrawable funds.

Northern of Seattle Makes Several Policies Available

Northern Life of Seattle recently made available, ages 10 to 14, rates on the endowment at 65, continuous premium and 20 payment. Ages 61 to 65 for popular plans, also, are now included in the rate book. The company has been writing these ages but now includes them in the rate book for the first time.

The mortgage redemption contract has been revised to cover periods of 10, 15, 20 or 25 years on the level premium basis. Waiver of premium benefit now may be added to this policy form.

Earlier in the year, Northern Life revised its retirement annuity policy and increased single premium immediate annuity rates. Death benefit on the retirement annuity now is equal to the return of premiums or the cash value, whichever is the greater; and a joint and survivor option (with income reducing

one-third at first death) has been added. The premium rates on these contracts at illustrative ages are:

Age	Mortgage Redemption				Ret. Ann. at 65	Ret. Ann. at 60
	10 Yr. Pay.	15 Yr. Pay.	20 Yr. Pay.	25 Yr. Pay.		
15.....	\$ 7.44	\$ 8.11	\$ 7.75	\$ 7.78	\$17.08	\$26.20
20.....	7.65	8.39	8.04	8.11	20.47	31.76
25.....	7.95	8.75	8.45	8.61	24.81	39.08
30.....	8.39	9.31	9.09	9.40	30.53	49.09
35.....	9.05	10.19	10.14	10.75	38.35	63.46
40.....	10.15	11.68	11.96	13.06	49.58	85.61
45.....	12.13	14.36	15.18	15.80	66.88	123.74
50.....	15.78	19.14	20.66	21.41	96.66	200.24
55.....	22.06	27.11	29.59	156.43
60.....	32.45	39.84
Age Pre.	Age Pre.	Age Pre.	Age Pre.	Age Pre.	Age Pre.	Age Pre.
5.. \$13.58	8.. \$14.12	11.. \$14.84	14.. \$15.66			
6.. 13.72	9.. 14.34	12.. 15.10				
7.. 13.90	10.. 14.58	13.. 15.38				

State Mutual Maintains Scale

Dividend distribution and interest payment on deferred settlements for 1945 will be continued by State Mutual on the same basis as in 1944. Interest credited in 1945 on accumulated dividends also will continue on the basis of 3% or the guaranteed rate, whichever is higher.

With the **Unique Manual-Digest** you "have the answers." \$5 from National Underwriter.

MANAGERS

Editor Is Critical of Sales Methods

Criticizing the aggressiveness of the life insurance sales approach, James G. Crossley, managing editor Columbus, O., "Citizen," told the Columbus Managers & General Agents Association that life insurance has a definite public relations program and had better get busy about it.

"The public doesn't like the aggressiveness of your sales approach. People get the mental pictures of funerals and cemeteries. They don't like them. Worse of all, the people hear dark stuff about the small print back on page four of the policy, which always turns out that you aren't covered when you come to collect. They don't like that a bit. As a result, there are many people who are suspicious of life insurance. I would say that is quite a problem in life insurance," Mr. Crossley said.

Mr. Crossley asked if it is necessary "to

As WE See It!

Business is often a complex thing . . . yours and ours alike. But way down deep we like to think we still value the time-worn things.

And one of the things we value most is plain, old-fashioned loyalty. For to us, it seems, you get what you give . . . that the fibres run both up and down.

Our Home Office and Field are bound by that link which Kipling so aptly once phrased:

"For the one will do what the other requires
As soon as the need is shown;
And hand in hand they can make a stand
Which neither could make alone!"

For 97 years we're happy to say that's been Union Mutual custom!

Lutheran Mutual Life Insurance Company

WAVERLY, IOWA

FOUNDED 1879

★ ★ ★ ★



★ ★ ★ ★

Liberal commissions, both first year and renewal, service fees and social security benefits to those who qualify.

If you are a Lutheran, agency openings may be available in your immediate territory.



RAINBOW'S END

On March 20, 1928, the Bankers Life Company of Des Moines issued a \$2,000 policy to a 48-year-old laborer, married, with one young child.

In October, 1937, the insured left home, instructing his wife to look after his insurance; which she did. She heard from him, off and on, for two years, after which her letters to him were returned, unclaimed. In April, 1942, she wrote him in regard to their son graduating from High School. This letter, too, was returned, unclaimed.

In April, 1944, the wife wrote the Bankers Life Company asking for help in locating her husband. The Bankers Life immediately went to work and having traced the various moves of the policyholder learned that a man of corresponding name had died in a West Coast Hospital June 16, 1942.

Comparison of the signature of the dead man on the register of the hotel, in which he had lived for three years, with the signature on the application for the Bankers Life insurance, and identification of photographs of the policyholder by the hotel proprietor, completed the Death Claim.

On August 30, 1944, the Bankers Life Company paid the widow the full sum of the policy, minus a loan made some years before.

"I will take care and use the money to the best advantage possible," wrote the widow. "I want to thank you for helping me locate my husband, even though he had already passed on. I had never let anything else enter my mind but what we should find him alive some day."

"God moves in a mysterious way
His wonders to perform;
He plants his footsteps in the sea
And rides upon the storm."

★ ★

BANKERS Life
the Double Duty Dollar Company
DES MOINES

keep on using business methods which are, at times, on the level of bootlegging. Is there any necessity to carry the selling into a customer's home? And after business hours? Why must prospects be selected as if they were suckers and be made to feel as if they are suckers when they are approached? Why can't the business get on the street level in the downtown business district and run an insurance store?

"What is there about insurance that makes it a pressure sales business? I don't think there is any reason for these things. They are business cancers which have been permitted to grow without attention. I say the time is here for some major surgery. The knife which can do the job is public relations."

Now Necessity of Living

Mr. Crossley feels that "we have reached an economic point where insurance is a necessity of living," and this should be impressed upon people so "they will come to you. The day of the business 'pest' will be gone and the day of the insurance service man will have arrived. This is the objective: To show people how much easier life is made by insurance and to impress them that you are offering service and not trying to slug them into something they do not need."

Some of the present life insurance advertising is very good. "It could be improved if the sights were set on the job of teaching that insurance is a service," Mr. Crossley asserted.

Jolly Heads Denver Managers

Charles D. Jolly, manager of the Prudential ordinary agency at Denver and 32 years with that company, was elected president of the Denver Life Agency Managers Association at its annual meeting. Other officers are Ralph L. Theisen, vice-president; Mason K. Knuckles, secretary-treasurer, and V. V. VanLeuven and Stanley Hale, trustees.

Grant to Speak in Oklahoma

W. T. Grant, president of Business Men's Assurance, will address the Oklahoma General Agents & Managers Club Nov. 20 on "If I were a General Agent or Manager Today."

C. L. U.

Big Class in Detroit

More than 60 are taking the courses sponsored by the Detroit C.L.U. chapter and University of Michigan, with G. I. Jensen, agency supervisor Northwestern National and secretary of the Detroit Life Underwriters Association, as instructor. Of the 60 in the class, 15 are general agents or managers and four are C.L.U.'s brushing up. This is the largest class in several years. F. M. Minninger, manager Connecticut General, is president of the C.L.U. chapter.

Gets Out C. L. U. Answers

The American College has put out composite answers to the questions used in the 1944 C.L.U. examination series.

Limit Conference Attendance

Only 600 admission tickets to the "Economic Conference" Nov. 16 are to be sold by the Chicago C.L.U. chapter, so that the Illinois room in Hotel La Salle will not be too crowded. The ticket sale is moving rapidly because of the unusual program of addresses, according to Harry R. Schultz, president. Speakers will be E. G. Alvord, Washington attorney and treasurer U. S. Chamber of Commerce, on "Post-War Taxes"; Simeon E. Leland, chairman Federal Reserve Bank, Chicago, who is of the economics department at University of Chicago, on "National Debt and Its Management," and Charles R. White, regional manager, Committee for Economic Development, Chicago, on "Grass Roots Planning in Industry."

There will be a press conference just

NEWS OF LIFE ASSOCIATIONS

N. A. L. U. Leaders at Missouri Parley

JEFFERSON CITY, MO.—More than 100 attended the Missouri Association of Life Underwriters mid-year meeting and state conference with National association officials here. All except one local association was represented. The N.A.L.U.'s plans for the coming year and suggestions for widening local association activities were outlined by President William H. Andrews, Jr., Jefferson Standard Life, Greensboro, N. C.; Herbert A. Hedges, immediate past president, general agent Equitable of Iowa, Kansas City, and Philip B. Hobbs, Equitable Society manager, Chicago, newly elected secretary.

A discussion of the promotion of local association activities was led by Mr. Andrews and methods for securing better programs were suggested by Mr. Hedges.

Mr. Andrews gave details on the annual drive for members. Mr. Hedges explained various methods for bettering their financial status of local associations. Mr. Hobbs reviewed activities of state associations and made a number of recommendations as to how the state association can become more co-extensive with both the local and National association.

The three speakers alternated in reporting on various phases of N.A.L.U. activity, including finances, law and legislation, agency practices, war bond campaigns, agents' compensation, etc. An N.A.L.U. prospectus was presented to those in attendance. Much discussion was stimulated.

Much interest was displayed in the

before noon and a private luncheon for the speakers with chapter officers as hosts. The conference will start at 1:45 p. m.

The chapter's annual fall party will be held the evening of Nov. 30 in the penthouse of the Hotel Sherman. Paul M. Williams, Aetna Life, is program chairman.

new educational program to be inaugurated by the N.A.L.U., \$15,000 having been appropriated for this project.

Mr. Hedges, in discussing "Agency Practices and Agent's Compensation," reviewed the resolution passed at the Detroit meeting in regard to the licensing of rural part-time agents. The part-timer in rural areas can be eliminated at the discretion of the companies. He believes that the time has come for the rural part-timer to be eliminated and that by so doing companies will be in a position to hire qualified agents and pay these qualified agents a living wage.

Questions Qualification Law

At the luncheon, Superintendent Scheufler stated that he was in full accord and agreement with both the National Association of Life Underwriters and the National Association of Insurance Agents in their desires to have qualification laws for agents put on the statute books of the 48 states. In Missouri the insurance department has to depend solely on the recommendation of the home offices as to the qualification of the individual to be licensed. He said it is doubtful whether the states have the right to pass an agents' qualification bill at this time in view of the Supreme Court's insurance is commerce decision. Since the Supreme Court has denied a rehearing in the S.E.U.A. case, it is entirely up to Congress as to whether the regulation of insurance shall be left to the several states, he said.

Wayne Clover, Kansas City general agent Penn Mutual, president Missouri association, was host at a reception for the visiting national officers. About 130 attended the state dinner.

Saturday morning was devoted entirely to business matters of the Missouri association. President Clover presided. The state directors held an open meeting which was followed by a general business session.

Mr. Hobbs closed the meeting, speaking on "Making Your Quota." In his forceful, dynamic manner he told of the reconversion period, urging life agents to prepare for the post war period. The four basic qualifications for an agent in

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An unusual opportunity is available for a Group Disability Underwriter who is capable of managing the underwriting and administrative divisions of the new Group Department of a leading eastern mutual casualty company.

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the reconversion period will be conviction of his business, courage, strategy and optimism, he declared.

J. Frank Trotter, Kansas City manager Mutual Life of New York, was the program chairman and William Wildeboer, Jefferson City manager Metropolitan, was chairman of arrangements.

San Francisco Leaders to Be Round Table Speakers

The San Francisco Quarter Million Round Table will hold its annual educational and fellowship dinner Nov. 15. E. T. Golden, million dollar producer of New York Life, who uses taxation as a basis for much of his business, will explain how he utilizes life insurance to protect clients' estates from being wrecked by heavy taxes.

Mrs. Bruce M. Ashton, Connecticut General, member of the Women's Quarter Million Dollar Round Table, will tell how she develops individual business among employees now under group policies.

James L. Lawrie, Northwestern Mutual Life, who has increased his paid business 25% the past year while working in a local war plant eight hours a day, is going to tell how time control planning has permitted him to carry on.

George Hauck, National Life of Vermont, one of the leading programmers in San Francisco, will illustrate his methods.

The program was arranged by H. W. Dodge, Mutual Life, chairman of the educational committee of the round table.

E. J. Dore to Make Eight Addresses in Wisconsin

E. J. Dore, Detroit general agent of Berkshire Life, N.A.L.U. trustee, will make eight addresses on behalf of the National association in Wisconsin. He will address the Racine association at noon Nov. 13 and a state association conference for local presidents, state officers and directors and the Milwaukee association in Milwaukee that evening. The following day he speaks before the Waukesha and Milwaukee boards at the same conference.

He will address the Manitowoc and Sheboygan associations at Sheboygan at noon Nov. 15 and the Fox River Valley association at Neenah in the evening. The next day he addresses the Green Bay association at luncheon and Nov. 17 the Wausau association, winding up with the Chippewa Valley association at Eau Claire Nov. 18. In each instance conferences have been arranged with officers and directors in addition to the speaking engagements.

Iowa School of Instruction

CEDAR RAPIDS, IA.—Representatives from 14 Iowa associations attended a regional meeting and school of instruction in charge of the Cedar Rapids Association of Life Underwriters.

Philip B. Hobbs, Equitable Society,

Chicago, secretary of the National association, spoke at a luncheon held by the General Agents & Managers Association. National President W. H. Andrews, Jr., spoke at a dinner.

The following day Messrs. Hobbs, Andrews and Charles Stratton of Dubuque, state president, conducted a school of instruction.

Sis Hoffman Gives Some Tips on Selling Women

Sis Hoffman of Union Central, the only woman life member of the Million Dollar Round Table, spoke on "Selling the Woman's Market" at the first of a series of three seminars on selling ideas held by the Cincinnati Life Underwriters Association. In selling women, she said, it is well to remember they usually talk of home, diet, children and friends, and much less about politics and business than do men. Women also are more hospitable and altruistic, and more susceptible to emotional appeal.

Life salesmen should make women feel they have an interest in their problems and respect their opinions. Don't pretend to know all the answers, she warned. They should be shown the double function of life insurance—protection and for retirement. A sales demonstration was presented by C. W. Kaufmann, John Hancock, who has specialized in selling women, with Mrs. Clara Raisbeck, Equitable Society, as the prospect.

C. G. Scheid, agent of New York Life in Cleveland, will speak at a luncheon meeting Nov. 17 on "Ideas That Sell."

Chicago Membership Drive Teams Are Organized

Earl M. Schwemm, Great-West Life, chairman of the Chicago "Loop" membership division of the Chicago Association of Life Underwriters, has appointed as division chairmen: A, Dave Dawson, Home Life; B, L. O. Nashem, Acacia Mutual; C, Milton E. Ladish, Business Men's Assurance; D, W. D. Davidson, Equitable Society. Twenty-five other men have been appointed on the teams. Assignments have been made by buildings. The workers started their drive at a luncheon meeting.

War Bond activities of the Chicago association are being given national recognition at a meeting of the American Trade Association Executives in New York City Nov. 9-10. Jesse Jones, secretary of commerce, is conferring first honors in the local association class to Chicago. J. D. Moynahan, Metropolitan Life, association president; Miss Joy M. Luidens, executive secretary, and George Huth, Provident Mutual, chairman war bond committee since its inception prior to Pearl Harbor, went to New York to accept the award.

Through payroll savings plan \$25 million "E" bonds is pledged each month in Cook county through installations made by the life men. In addition, \$85 million was subscribed in the fifth war loan, and

war bond workers are bringing the sixth loan over the top.

Andrews Holds Kan. Conference

WICHITA—Officers of the Kansas Association of Life Underwriters met with National President W. H. Andrews, Jr., here, with officers of the Wichita association as guests, followed by a luncheon meeting of the Wichita association at which Mr. Andrews spoke. He was introduced by Harold Lunsford of Emporia, Kansas president. Paul Jernigan, Penn Mutual general agent, Wichita, was appointed third vice-president of the Kansas association to succeed S. G. Glover, National Life & Accident, who resigned when he went to the home office earlier in the fall.

President Lunsford proposed a circuit of three or four sales congresses for next spring, with possibly four headline speakers to attend all meetings, to be held at Topeka, Dodge City, Wichita and in southeast Kansas. Details were left to the sales congress chairman, W. H. Waters, National L. & A., president of the Topeka association. Mr. Lunsford also brought up a discussion of the part time agent problem and the matter of taking the office of the insurance commissioner out of politics, on which action was deferred.

Flying Squadron in Des Moines

Forty-five association leaders from Iowa, Nebraska, Minnesota and Kansas attended a conference in Des Moines on war bond sales promotion conducted by the N.A.L.U. "flying squadron."

Boston—A panel discussion featuring

speakers chosen from Greater Boston agents will feature the meeting Nov. 18. The following will participate: Howard Lilly of Malden, John Hancock Life, chairman; M. Eleanor Jackson of Stoneham, Union Central Life; Edward G. Gargiulo, Metropolitan Life; Richard J. Munroe, Prudential; Joseph Sosna, Metropolitan, and Harry M. Stone, Columbian National Life.

Springfield, Mass.—Capt. Herbert W. Underwood, commanding officer Naval Reserve Midshipmen's School, discussed the naval situation in the Pacific. H. Sheridan Baketel, Jr., Philadelphia manager Union Central Life, will speak Dec. 6.

Jackson, Tenn.—Chief Petty Officer Montford, former life agent at Miami, Fla., delivered a Navy Day address. Three representatives of the Paducah (Ky.) association extended an invitation to attend a sales congress there Nov. 16.

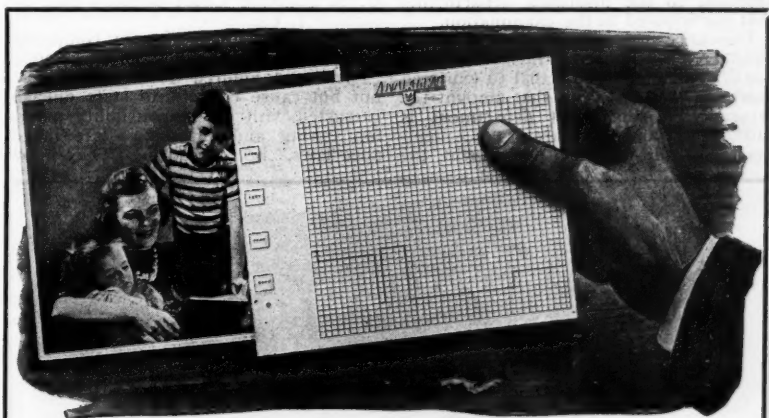
Minneapolis—W. H. Andrews, Jr., president of the National association, will address a joint luncheon meeting of the St. Paul and Minneapolis associations Nov. 10.

Topeka—The film, "Life Insurance and the American Public," was shown followed by reports of the Detroit N.A.L.U. convention.

Indianapolis—Mrs. Mary M. Zried, Mutual Life, addressed the women's division on "My Impressions upon Reentering the Life Insurance Business."

Jacksonville, Ill.—L. T. Oxley, general agent of Country Life, discussed the National association convention.

Columbia, S. C.—T. K. Knight, president of the South Carolina association, spoke on the aims and goal of the state association. One plan considered is the formation of a committee composed of an outstanding policyholder, a representative of the general insurance agencies, and one from the life underwriters, to serve in an advisory capacity to the in-



The Two Family Pictures

One day a man proudly showed a visitor a picture of his fine family. "Let me draw you a very different picture," said the visitor. "It may amaze you. How would your family support themselves through the years—without you to help them? This picture tells you. Here is your oldest boy about to enter college. Look—how their income drops off! And at the very instant they need more money." "But," the man told the visitor, "I had planned it all so carefully! Can I change this unfortunate picture?" "Yes, indeed!" replied the visitor, who was a life insurance agent. "But let's not call it an unfortunate picture. It shows you the mistakes of the future—in time to correct them now. This 'Analograph' picture is the luckiest one you may ever see. Since, from it, I can now draw you a changed picture. And a brighter one!" Again the man was amazed. This time, because he saw clearly the future he might readily provide.

QUESTION: Which life insurance company analyzes and pictures a family's future by the Analograph?

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insurance commissioner. At a meeting of the directors, plans were made for a membership drive.

Indianapolis—B. N. Woodson, vice-president of Commonwealth Life, spoke Thursday on "A Philosophy of Achievement."

Des Moines—W. H. Andrews, Jr., N.A.L.U. president, spoke on "Opportunity Knocks."

FRATERNALS

C.O.F. Examination Report Issued

The report of an examination of Catholic Order of Foresters by Illinois, Iowa, Louisiana and Ohio as of Dec. 31, 1943, discloses assets of \$42,580,983, contingency reserve \$1,510,000 and unassigned funds \$8,130,191. The ratio of solvency is 122.82.

The examiners state that cash position is well maintained and surplus in the mortuary funds is being currently invested in diversified income producing securities. Claims are paid promptly and in accordance with certificate provisions. The society in reality is granting one month's free insurance, due to the fact that they have never received at the home office the first month's assessment collected on new business written.

Parkinson Directs Revision

Insurance Director Parkinson directs that the plan for distribution of surplus or earnings be revised and submitted for approval to the insurance departments that participated in the examination.

Insurance in force amounted to \$130,069,371, the number of members being 140,679. The ratio of actual to expected mortality was 77.8. Of that amount the insurance in the adult department is \$109,901,925 and there are 111,066 members. In the juvenile department the

insurance is \$20,167,446 and there are 29,613 members.

Bullard and Jackson Are Honored in Rock Island

A Modern Woodmen night was held in Rock Island, Ill., Masonic Temple honoring President E. J. Bullard of Modern Woodmen and W. Cable Jackson, director and chief organizer. J. G. Ray, secretary of Modern Woodmen, was chairman. The occasion was a formal welcome of the two men to Rock Island by leading citizens. They were elected to their present positions some months ago.

Taking part in the demonstration were V. B. Day, president Chamber of Commerce; Leo Herbert, city attorney; Miss Erna Barthel, recorder of Royal Neighbors, Rock Island; C. R. Wilson, vice-president of Rotary; J. W. Potter, editor Rock Island "Argus"; L. B. Wilson, president State Bank of Rock Island. Both Mr. Bullard and Mr. Jackson responded with talks. There was a buffet supper which was provided by the Modern Woodmen camps of Rock Island.

Commissioner Graves Tells Effect of "Commerce" Ruling

Commissioner J. H. Graves of Arkansas told the Arkansas Fraternal Congress at its annual meeting in Little Rock that a large portion of the \$1,052,000 annual tax income so far collected in 1944 from insurance companies operating in the state has been thrown "in doubt" by the recent U. S. Supreme Court decision that insurance is commerce.

He said executives of many companies are paying these taxes under protest. "These and kindred developments cannot but cause concern to state officials entrusted with the responsibility of administering and enforcing state insurance laws," he concluded. "They know

that in the final analysis the insurance-buying public will be affected adversely by the rulings."

Parker of Maccabees Dies

Jones H. Parker, 75, great commander of Maccabees in Missouri for a number of years, former speaker of the Missouri house of representatives and founder and first president of the Missouri Fraternal Congress, died of heart disease at Park Lane Memorial hospital in St. Louis after a short illness. He was a native of Alabama who went to St. Louis in 1894 and established a law office. He served 22 years in the legislature. He was a delegate to the recent Missouri constitutional convention, was an assistant circuit attorney and also had served as provisional judge of the St. Louis court of criminal correction.

Mr. Parker founded the Missouri congress in 1905 when he became president, and again was elected to that post in 1940. He was elected great commander of Missouri Maccabees in 1933. A memorial service by Knights of Maccabees was held.

Benz Runs Third in Wisconsin

Alex O. Benz, president of Aid Association for Lutherans, Appleton, Wis., in incomplete returns from Wisconsin polled 16,782 votes in his Progressive campaign for election as governor. This placed him third in the race, as Acting Governor Goodland was credited with 182,451 votes and Daniel W. Hoan with 87,745.

Congress Hears U. S. Deputy

The Utah Fraternal Congress annual meeting in Salt Lake City heard Alf G. Gunn, deputy U. S. marshal. A. E. Konold, president, presided. Deputy Gunn said in many years' experience with juvenile law-breakers, in every case he investigated unhealthy conditions in the home, or intolerance on the part of society started the youths on criminal careers. He urged friendly association between father and son, mother and daughter, and a sense of responsibility on the part of society to correct juvenile delinquency, which he said is on the upgrade in the United States.

Society Is Warned in N. D.

BISMARCK, N. D.—Commissioner Erickson of North Dakota has threatened to cancel the license of National Union Security of Denver to operate in his state unless it rearranges its affairs. This society was incorporated in 1937 on the legal reserve basis, primarily to insure the lives of farm families. It is sponsored and represented by Farmers Union organizations and operates in Colorado, Arkansas, Montana, Nebraska, Minnesota, North Dakota, Oregon, Texas and Wyoming. It sells life insurance, accident and health and hospitalization contracts. At the end of 1942 it had \$687,256 assets, 116.92% solvency ratio, and \$13,065,402 insurance in force.

Howard G. Clark, Jr., president of Life Insurance Society of America, Birmingham, fraternal, has been elected president of the Junior Chamber of Commerce there.

Foster F. Farrell, new manager of the National Fraternal Congress executive office in Chicago, spent a week on a

hunting expedition in North Dakota with several officials of A.O.U.W. of North Dakota. Included in the contingent were Bradley C. Marks, head of the society, who was shooting pheasant and duck for the first time in his life but bagged a number of birds; W. E. Wright, recorder, who is a fine amateur photographer and recorded events of the trip; M. D. Anderson, assistant to the president; J. J. Mulready, general counsel; Miner J. Boyd, treasurer; Gerald Larson, auditor, and L. V. Longbotham, Connecticut manager at New Haven. A portion of the party including Mr. Farrell traveled clear to the Canadian border and all brought meat home.

Fred A. Johnson, chief archon of Royal League, Chicago, has been appointed vice-chairman of the Illinois sixth war loan drive in charge of the fraternal benefit group in Cook county.

IN U. S. WAR SERVICE

Capt. Rufus E. Fort, Jr., agency superintendent of National Life & Accident before entering the army air corps, has been advanced to major with the Fourth Service Command, Atlanta, where he is chief of the WAC recruiting branch.

Roy F. Haney, formerly with Business Men's Assurance in Wichita, has been promoted to staff sergeant with the army air corps in Italy. He is a member of a bomber crew. Robert Hedges, also formerly of the agency, is now reported in New Britain. He recently was promoted to a T/4.

Maj. W. F. Ruehlmann, son of J. F. Ruehlmann, vice-president of Western & Southern Life, who flies a Fortress in the third bombardment division of the eighth air force in the European theater, recently after a great raid on a synthetic oil plant at Merseburg, Germany, helped to get his plane back to base although two engines were knocked out, the oxygen system disabled and 173 holes made in the fuselage by flak. He commanded the entire formation. Maj. Ruehlmann wears the DFC, Air Medal and several oak leaf clusters.

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A Legal Reserve Fraternal Insurance Society

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SHARON, PA.

Right of New York to Bar Unlicensed Agent Challenged

(CONTINUED FROM PAGE 1)

case will be argued on an agreed stipulation of facts. Mr. Mendola does not deny any of the allegations of the insurance department as to his activities. He admits having solicited and written business contrary to the insurance law. His sole defense is that the law, to the extent that it would prohibit his activity, is invalid.

Lists Covered Sicknesses

The accident and sickness contract which the company's representative sold in New York and which resulted in the departmental injunction provided indemnity against a number of types of accidents and the following types of illness, agreeing to pay \$25 a week after the first seven days of house confinement, but not exceeding 52 consecutive weeks under the specified conditions:

"If the insured shall be continuously confined within the house and be regularly visited therein by a licensed physician or surgeon and be wholly prevented from transacting any and every kind of business by pneumonia (lobar), cancer, diabetes, typhoid fever (by Widal test only), typhus fever, mumps, scarlet fever, scarlatina, smallpox, varicella, diphtheria, measles, rubella (German measles), chicken pox, shingles, barber's itch, epilepsy, phlebitis, lockjaw (tetanus), acute cerebral meningitis, spinal meningitis, goitre, ivy poisoning, oak poisoning, acute lead poisoning, mushroom poisoning, whooping cough, sty, yellow fever, chorea (St. Vitus dance), hydrophobia, tape worm, acute yellow atrophy of the liver, aneurism of the aorta, pellagra, acne, eczema,

hives, felon, trichinosis, encephalitis (sleeping sickness), jaundice, erysipelas, anthrax, paralysis agitans (palsy), embolism, hemophilia, trachoma, noma, psoriasis, scurvy, purpura hemorrhagica, or abscess of the brain when operated upon, and no other disease, not including their complications and consequences, provided that this insurance shall have been in continuous force for thirty days from its date prior to the contraction of the disease. . . ."

Woman Prospective Agent

A Mrs. L. Goldwater of Brooklyn became interested in acting as a "membership counsellor" and wrote to the home office and received the following pen-written reply from the president: "Dear Mrs. G.:

"All the girls are busy—so I will get the enclosed to you. Note—enclosed new compensation sheet—new all American. You do not get new members as a so-called agent—but as a member-owner as the American Farmers Ins. Co. is legally and lawfully owned by its members."

Mrs. Goldwater took the precaution of asking the insurance department whether the company was licensed in New York and on learning that it was not and that it would be contrary to state law to solicit business for it, she assured the department she would abandon the project.

Mr. Mendola became interested in representing the company through a small classified advertisement reading: "\$20 to \$40 day—coast to coast. Member insurance deal. Write American. 403 Goodrich Bldg., Phoenix, Ariz."

Sexton Heads Office Underwriters

(CONTINUED FROM PAGE 1)

grown into one of the most valuable and attractive features of the meetings. Members submit in advance actual cases of a typical nature from the files of their companies and these are thoroughly discussed. This year the ordinary clinic grouped its cases under the headings of juvenile, habits, civilian disability discharge (4-F), occupational, and speculation and over-insurance.

Over-insurance is becoming an increasing problem, it was brought out at the clinic. It is a characteristic of an increasing number of applications. The problem results from higher taxes and more business insurance in large amounts, among other things. The chief question in the minds of the underwriters is whether such business will persist. There is also an increase in insurance of a speculative nature, though underwriters sometimes find it difficult to distinguish between over-insurance and speculative purchases of coverage.

The growing importance of juvenile insurance was indicated by the number of cases of this type discussed. More insurance is being taken out by parents

on children, particularly now that money seems to be fairly easy, and while the agent may do a little overselling and underwriters still must watch the business for speculation, the general opinion is that it is a good class of business.

In buying insurance for children, parents are building liquid assets for the time when the child reaches maturity between 20 and 30. As one underwriter said, close consideration should be given to young applicants because they are the life insurance customers of the future.

Watch for Speculation

One underwriter cited a statistical study which shows that in an average family with an income of \$2,500 a year it costs almost \$8,000 to rear a child from birth to 18. One of the items of cost is \$300 for birth, and Emmett Russell, Jr., Life & Casualty, who shared the chairmanship of the clinic with N. M. Longworth of United Benefit Life, commented that he "was only a \$10 job." In watching for speculation, underwriters look particularly to the ratio of insurance on the child to that on the parent. The amount on the mother is generally disregarded. If there is more than one child then the amounts on the children should be fairly equal, except in the case of the eldest.

PROBLEM OF 4 F'S

The industrial people are worried chiefly nowadays by 4-F cases and the difficulty of finding out why such persons were rejected for military service. They are also getting quite a number of ex-servicemen applicants, and it is hard to get the medical records of such persons. At the industrial clinic, where Joseph R. Hoffman, Commonwealth Life, and Vernon Cox, Continental Life, presided, there was considerable discussion of the underwriting of substand-

ard business. Currently only a few companies are issuing substandard insurance in their industrial departments, but many believe that they will need to write more of it in the future when the new mortality table under the Guertin law goes into effect. Under the present mortality tables, the margin is very favorable to the companies and underwriters have been able to be liberal in their treatment. When they switch to the more accurate tables, they will have to draw a finer line in classifying risks.

Discuss Hutchinson's Paper

In the discussion which followed the paper of Dr. J. R. B. Hutchinson, medical director of Acacia Mutual Life, now lieutenant commander in the navy, Dr. Hutchinson said on psychoneurotic cases underwriters should consult with their medical departments closely. While it is a problem that needs study, in general such persons are insurable. One underwriter pointed out the difficulty of getting examinations in small towns. In that case Dr. Hutchinson suggested the underwriter insist on the complete health record, particularly that covering the service period. The agency man can help by making it clear that such a record is necessary. Another underwriter asked what to do if a serviceman is drawing a disability pension from the government. Dr. Hutchinson recommended following the same practice in this respect as heretofore.

Agency-Underwriting Relations

A spirited discussion followed the talk on agency-underwriting relations by John H. Evans, vice-president of Ohio National Life. Mr. Sexton, who was presiding, commented that he thought it unusual to have an agency superintendent on the underwriting committee of a company, at least it is in Hartford. Mr. Evans pointed out that in his company the agency man does not have authority to rule on a case, but is there to give the benefit of his experience and



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In writing please give full details, education and past business experience, together with recent photograph. An interview will be arranged later.

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advice and to represent the agency viewpoint. The thing the agent wants to know is that his case gets serious, intelligent consideration, Mr. Evans said. Walter B. Lehmkuhl of Guarantee Mutual Life, the retiring president, said that he thought it important that the underwriter get acquainted with agents so that they can feel they have a friend in court. Another underwriter said that his company had an agency vice-president on the selection committee for years, and the experience had been favorable. The underwriting executive spends considerable time in the field. The agency man, surprisingly, is often more severe in judging applications than the underwriters.

Sentiment Is Divided

The sentiment was about evenly divided, however. Many underwriters believe it unwise to give an agency man authority to pass on underwriting matters. They ask if an underwriter generally is permitted on the agency committee. Mr. Evans said his agency department gets the opinion of others in the home office on many matters, but it would be impractical to have an underwriter on the agency committee because so much of the agency work is done in the field. Another underwriter reported that his company had two agency men on the underwriting committee and kept a record of the big cases—which were the ones usually involved in controversy—and discovered after three years that the mortality ratio was 700. The agents got into the habit of writing the agency department rather than the underwriter for information on underwriting action.

Committees Report

In giving the secretary-treasurer's report, Mr. Young described the financial condition of the institute as excellent. D. B. Alport of Business Men's Assurance, membership chairman, said the institute now has 122 member companies; 19 new ones have joined in the past year.

John B. Ulrey, assistant underwriting manager of American United Life, reported on the reading and reference list. Charles J. Smith, assistant secretary of Pan-American Life, chairman of the underwriting forms committee, received a number of compliments on the display of 30 portfolios of forms which he and his committees had gotten together for presentation at the convention and which attracted a great deal of attention. Douglas Wood of General American Life gave the report for the underwriting changes committee in place of D. Allen Sheppard of that company, chairman of the committee.

Hogg Welcomes Underwriters

A considerable responsibility rests on the underwriter for translating mathematical, medical, and financial assumptions into future realities, Robert L. Hogg, manager of the American Life Convention, said in welcoming underwriters to Chicago. He said that the reliance on the underwriter will be even heavier in the future because of the changes that face the business.

The American Service Bureau as it customarily does took care of registration. Gordon Gifford, Mary L. Radcliffe, secretary to R. R. MacKenzie, vice-president of the bureau, Mr. MacKenzie, and Lee Parker, head of the bureau, attended.

Ray Button, reinsurance secretary of

Twenty-five Years Weekly Production

George Cowton has represented Equitable Society at Grand Island, Neb., since 1910 and has completed

25 years of consecutive weekly production. He has written more than 3,000 policies for a clientele of about 2,000. At a recent educational conference of the Omaha agency he was acclaimed by Manager Lee Wandling and attention called to the fact that as of Sept. 22, he had had an application every week for 1,300 weeks.

Mr. Cowton is one of the prominent local insurance agents of Grand Island, is active in the Nebraska Association of Insurance Agents and is a past president. Mr. Cowton made the following comment on his record:

Comment on the Record

"I started this application a week record the first week in September, 1919, and haven't missed since. During 1925 I completed one year of at least two applications a week. Some policyholders, of course, have moved away from Grand Island, others have died, but the balance have afforded me a constant stream of



George Cowton

prospects for new business. I keep an accurate card index of all policyholders, indexed by dates of birth, from which record I send birthday cards. This idea has proven very valuable to me. People stop me on the street to thank me for remembering their birthdays. Some of them have been receiving cards regularly for 25 years, and occasionally when a card may be delayed in the mails, the policyholder's wife calls up to find out if there is anything wrong with her husband's insurance, because he hadn't received his birthday card that day. She wonders if he has lapsed his policy or made some change, so I believe this creates a lot of good will and never fails to put the policyholder in a receptive mood for another interview resulting in new business from him or a friend he may refer me to.

Information of Value

"My index also provides me with valuable and instant information on change of age of all policyholders for any given month, and all life insurance men know what that means—or they should.

"On the other hand it means constant thinking, studying, yes, even eating and sleeping insurance problems. At times I get discouraged by lack of time to see people, but this 'life-a-week' record has pulled me out time and time again, realizing that if once broken I'm through for good, as I could never start another.

"For the younger and newer agents, I urgently recommend that they immediately acquire this 'life-a-week' habit. It's a constant reviver for whatever ails you in a production way."

Second Ohio Mutualization Case to Highest Court

WASHINGTON—A second attack on the Ohio law for mutualization of stock life companies has been made in case of Nathan Koplin, on behalf of himself and all other policyholders of Ohio National Life similarly situated, against that company, now before the U. S. Supreme Court. The issue is similar to that involved in Scott Belden vs. Union Central Life.

Commends WAC Recruiting Aid

Maj. Gen. J. A. Ulio, adjutant general of the army, has written to Ben Williams, director of training of Mutual Life, commending the work of the life company committee appointed to prepare a visual sales aid manual for the use of the second service command in its WAC recruiting work. The manual, General Ulio wrote, has been judged

Reliance Life, and his secretary, Louise Keyser, helped at the registration desk and took care of the press in a capable manner. Dr. J. B. Hunsinger, medical director of Alliance Life, also was on hand.

An order for a silver coffee urn was presented to Mr. and Mrs. Lemkuhl in appreciation for his services as president. The Edgewater Beach Hotel entertained members at a cocktail party, which was the only formal entertainment feature of the meeting.

so effective that it has been used as the basis for the visual sales aid manual prepared for the entire WAC recruiting organization nation-wide. Mr. Williams was chairman of the committee.

N. Y. Federation to Meet Nov. 28

The New York Insurance Federation will hold its annual meeting at the Astor Hotel, New York City, Nov. 28. C. D. Connell, Provident Mutual, is a member of the committee in charge.

Municipal Group Cover Barred

In reply to an inquiry from Commissioner Viehmann, Attorney General Emmert of Indiana has held that cities, townships, counties and school districts may not purchase group insurance for employees and teachers under the existing law. He said such purchases must be authorized specifically by law. If legislation to permit group insurance is introduced, he said a thorough study should be made of the pension and retirement laws of Indiana to determine where they might conflict with or supplement a group insurance provision.

Fidelity Assurance Ohio Dividend

COLUMBUS, O.—Checks for \$1,250,000 will be sent out soon to 3,600 Ohio claimants against the defunct Fidelity Assurance of Wheeling, W. Va., representing 60% of their claims. Dale Dunfong, special commissioner, predicted receivers eventually will pay 90 cents on the dollar.

POSITION WANTED

Home Office Underwriter—experienced in life, accident, health, hospitalization underwriting. Draft exempt; 14 years experience with extremely low loss ratio on disability lines. Capable of installing A & H Dept. for life insurance company. Guarantee plan to increase your life volume, plus building agents' renewals through hospitalization and A & H sales; successfully reduce heavy turnover of life agents. Desire only a connection where ability and achievement merit a permanent and definite future. Give details your opening. Address A-29, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED: AN ASSISTANT DIRECTOR OF AGENCIES

Some agency man who has demonstrated his ability in the recruiting and training of agents and in sales promotion will find a real opportunity and an attractive future as assistant director of agencies for a medium-sized Middle Western company.

THIS MAY BE YOU

If you consider yourself qualified we solicit your confidential reply with details of your experience, qualifications, age, etc. Write Box A-12, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Our own agency organization is informed of this advertisement.

Make Way For VICTORY



It cannot be over-confidence to hail the glorious accomplishments of our Armies in Europe. The cause of the right is moving rapidly forward to Victory.

And that means the day is nearer when the boys will be coming home, and America settles down to peaceful pursuits again ... an era in which Life Insurance is prepared to play a vital part, in peace as in war.



The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



PRINCIPLES

For 68 years—ever since its founding — The Prudential has followed four important principles of operation:

- To conduct our business in such a way that all obligations can be met promptly and in full.
- To furnish insurance protection at the lowest cost consistent with safety and security.
- To offer different policies and different payment plans so that as many people as possible can enjoy the security of life insurance protection.
- To provide and maintain a high type of helpful service.



The **PRUDENTIAL**
INSURANCE COMPANY OF AMERICA
A mutual life insurance company
HOME OFFICE NEWARK, NEW JERSEY

"HEART DISEASE...but I've never been sick in my life!"

Why should heart disease strike a man of health and vitality?

Well, the doctor explained, you know how age affects your face and hands and hair. Over the years, your heart grows older, too, so that it may be less able to meet the demands of strenuous living. Unless you learn to know and live within the capacities of your heart, you may risk serious



Sudden exertion is a thing to avoid.

coronary heart disease even in the very prime of life.

Just what is coronary heart disease?

Coronary heart disease simply means that the walls of the coronary arteries—that is, the arteries feeding the heart muscle—have hardened up a bit, become thicker, and have lost some of their elasticity. As a result, the heart muscle receives less blood and thus less food and oxygen. Naturally, if you then make excessive demands on your heart, you're inviting trouble.

Coronary heart disease is the most common form among men past forty. Even at younger ages you should watch for such possible warning symptoms as excessive fatigue, shortness of breath, chest pains, or oppression near the heart.

What can be done about it?

First, see your doctor and be guided by his advice. If the attack is severe, he may prescribe a period of complete rest in bed.



It's wise to get at least 8 hours sleep every night.

The doctor will surely recommend the rules for living which everyone over forty would be wise to follow as a PRECAUTION against heart disease.



For example, the doctor will advise moderation in all things. He will stress the importance of avoiding sudden exertion—of not trying to be a "week-end athlete"—the wisdom of getting plenty of sleep and avoiding overweight. Periodic physical examinations will probably be recommended, including X-ray, laboratory, or other tests.



Walking, in moderation, offers pleasure without strain.

worry and strain, is of primary importance. Simpler, less competitive forms of physical recreation should be found. In other words, it is necessary to relax.

For valuable information concerning the hearts of young and old, send for Metropolitan's free booklet, "Protecting Your Heart."

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Must patients become invalids?

Not at all—so long as they don't overdo. Diagnosed early, the damage to the heart may be negligible. Besides, it should not be cause for needless worry. Today, thousands of people who have heart disease, and who take care of themselves, are living useful, virtually normal lives.

Strict self-discipline, to gain freedom from all

THIS ADVERTISEMENT IS one of a continuing series sponsored by Metropolitan in the interest of a safer and healthier nation. It is appearing in magazines with a total circulation in excess of 30,000,000 including Collier's, Time, Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Cosmopolitan, McCall's, American Magazine, Woman's Home Companion, National Geographic, Parents', and Redbook.